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## Reframing the Caribbean Picturesque

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## Reframing the Caribbean Picturesque

Bianca Tulloch  
Arc 505 Thesis Prep  
Primary: Terrance Goode  
Secondary: Sekou Cooke



# Table of Contents

Contention	4 - 5
Glossary	6 - 7
Establishing the Picturesque	8 - 23
Establishment of the Picturesque	
Colonization and the Natives View	
Transition Colonization to Tourism	24 - 31
Current Conditions of Tourism in Jamaica	32 - 43
Tourism Impact on development	
Development of Resort Culture	
Branding the Landscape	44 - 51
Tourist Typologies	
Tourism and the Community Today	
Mapping Jamaica: Tourist Densities in Island Culture	52 - 57
Mapping the Jamaican landscape	
Boundary Conditions	
Methodology for Picking a Site	
Introduction to Westmoreland	58 - 67
Jamaica's Climate	
Case Study: Stone House	
Hurricane History	
Case Study: Ohana Guest House	
A Closer Look at Negril	68 - 73
Site	74 - 89
Introduction to Bluefields	
Bluefields 20/20 Campaign	
Bluefields and Ecotourism	
What Bluefields Has to Offer	90 - 117
Historical Heritage and Resultant Architecture	
Marine Sanctuary Program	
Ecological Diversity	
Existing Leisure Architecture	
Programming the Trail	
Site Documentation	
Programmatic Proposal	118 - 131
Case Studies: Social Implications/Cross Programming	
Bernard Tschumi Parc La Villette	
Diller & Scofidio Eybeam Museum	
OMA The Educatorium	
Bernard Tschumi Lerner Hall Student Center	
Designing for the Community	
Case Study: Jake's	
Demographic Programmatic Study	
Case Studies :	
Patkau Strawberry Vale School	
Patkau Seabird Island School	
Works Cited	149 - 150
Bibliography	151 - 153
Picture Citations	154 - 157



Figure 1: The Ritz Carlton Spa & Resort, Montego Bay



Jamaica is presented to the tourist as a compilation of picturesque landscapes; a scenographic modern day Garden of Eden. The island becomes a reinvented paradise where tourists are lured by place images of the island as an escape from the daily routine to enjoy relaxation, rejuvenation, and sensuous abandon. The resultant architecture that caters to the tourist presents the island as a series of native elements dislodged from their original, natural, historical and cultural contexts. The motivations of the tourist coming to a new place to experience a new culture only being met by an importation of native cultural elements within a staged environment, provides the tourist with deceptive evaluation of island life. The problem becomes paradoxical to the initial motivation of tourists visiting a place dissimilar to home, an opportunity to experience a culture different from their own. The reliance on foreign imported elements creates fabricated architectural relationships between elements of social organization, society, culture, and nature. Current resort architecture is found isolated from the community, engaging only to a point where it can be modified and staged to coexist within the postcard image, isolation that results in a series of reservation style experiences.

Current resort architecture in Jamaica fails to engage the local community and regional culture; depending largely on the historically established perception of the landscape to attract tourists for economic development. I contend that architecture has the ability to enrich a cultural perception of island culture through cross-programming activities that cater to both types of island inhabitants. Redefining traditional spatial relationships between programs, landscape, society, culture, and nature can foster new interactions between island natives and tourists, resulting in a touristic consciousness, molding the tourist into a visitor. An architecture that responds to site through strategies of both eco and heritage tourism whose primary objective is to cater to the community can not only strengthen the local economy but also works to sustain the area ecologically while promoting local character and identity.

Throughout history there has been a disconnect between the way the environment is perceived by the tourist and its residents. Tourists are almost always seduced by the picturesque landscape. Place images enforced through photography, literature, and art provide the tourist with an impression of the island that barriers, enforced by leisure architecture do not allow to be explored further. Reframing the picturesque involves challenging the way in which the landscape and local character are presented to the tourist by allowing them to be presented through the eyes of the island native. Transforming the existing spatial and physical boundaries allows the community to play a vital role in educating the tourist. Traditional relationships are confronted whereas instead of excluding the community, it becomes prioritized. The economic and community development of Bluefields Bay through tourism can be achieved through ecological and historical awareness. The intervention strives to establish a balance between the scenic and tectonic to encourage an understanding and appreciation of local character and the scenic economy.



Figure 1.2 - 1.9 : The Picturesque Jamaican Landscape



**All Inclusive:** a payment system in leisure accommodations where the traveller pays one flat price for everything at the hotel including all meals, drinks, and entertainment<sup>1</sup>.

**Caribbean Picturesque:** the original connotation of the word picturesque is used to describe the stage like settings of landscape pieces that become animated as the landscape is moved through. In terms of the Caribbean the picturesque is the beauty in the untamed landscape<sup>2</sup>.

**Conspicuous Consumption:** a cultural phenomenon that occurs mostly in the middle class that motivates consumption for display<sup>3</sup>.

**Dis-Programming:** *the positioning of two functions together so that one can potentially undo the other, described by Tschumi in Architecture and Disjunction as programmatic contamination*<sup>4</sup>.

**Ecotourism:** responsible travel to natural areas which conserves the environment and improves the welfare of the local people. Some of the principles of ecotourism are to minimize impact, build environmental and cultural awareness and respect, along with providing positive experiences for both visitors and hosts<sup>5</sup>.

**Cultural tourism:** tourism based on interactions with and observing unique culture. This form of tourism is usually motivated by a desire to learn from others cultures to broaden ones perspective<sup>6</sup>.

**Transprogramming:** combining building programs that are normally associated with each other and may even seem as incompatible. According to Tschumi combining two dissimilar programs creates a new archetype<sup>7</sup>.

**Tropicalization:** a term used to describe the evolution of certain ideals and expectations of the tropics informed an invention of place images in the Caribbean. These palace images ignore cultural and geographical boundaries specific to each island creating a generic image and concept of the tropical island should look like to the more developed economies<sup>8</sup>.

**Mass Tourism:** the transport of large numbers of people in a short space of time to leisure destinations. This type of tourism developed with improvements in technology: the aircraft, cruise ship, and locomotives.

**Place Image:** a term coined by sociologist Rob Fields to describe a set of core representations that form a widely disseminated and commonly held set of images of a place or space<sup>9</sup>.

**Scenic Economy:** value that is placed on land because of its scarcity. As development increases the scenic landscape decreases its destruction caused by overconsumption of the land<sup>10</sup>.

**Tourist:** a person who travels for leisure purposes, many times these travelers sightsee and stay in hotels.

**Tourist Gaze:** a practice of the consumption of the landscape constructed by tourists regardless of that the objects may mean to the local population. Many times this 'gaze' is reflective of a false interactions provided through marketing branded images of place supported by the spatial organizations and boundaries found within the leisure dwelling<sup>11</sup>.

**Touristic Consciousness:** an understanding of the environment through a cultural and social lens. This cultural and social understanding does not occur through the mere spectacle but through interaction and awareness of the local environment<sup>12</sup>.

**Region:** an area with cultural and natural boundaries. "A region is defined by a culture's unique identity; manner of place-making, architectonic strategies, qualities of environment in dialogue with local means for coping with that environment, and possible tactile experiences that may enrich one's being there along with the naturally occurring physical features<sup>13</sup>."

**Scenographic:** derived from the latin word scena and from frons scenae, meaning scene, an artistic term regarded as the visual, experiential, and spatial composition of a performance space. The term is commonly used to describe the art of making a space representational<sup>14</sup>.

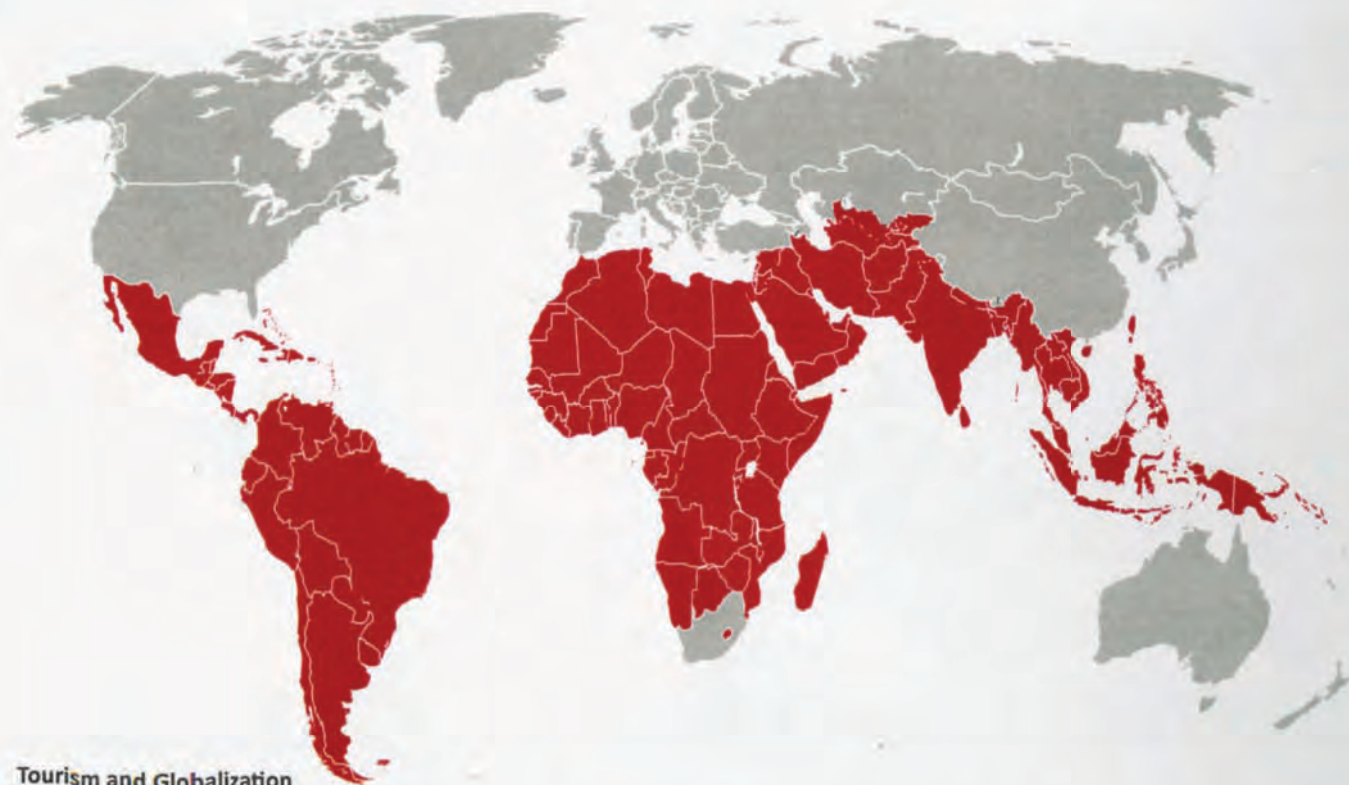




Establishing the Picturesque







### Tourism and Globalization

■ Developing Nations

The Caribbean is denoted as a region consisting of the Caribbean Sea and its islands known as the Greater and Lesser Antilles along with the surrounding coasts of the southeast Gulf of Mexico, North America, the east of Central America, and the northern coast of South America. The region consists of more than 7,000 islands, islets, reefs, and caves forming island arcs that delineate between the eastern and northern edges of the Caribbean Sea.

Although each island boasts of a unique local culture, each island's character developed through similar strains of cultural, architectural, and colonial histories. Commonalities through the region's history arise in each island's struggle with independence and dependence on tourism. Similar to many other developing countries, nations within the Caribbean are attempting to cash in on the tourism industry to boost foreign investment and financial reserves. Although the region only attracts only 5% of the tourists in the world it also is the most dependent on tourism, with the industry being the largest contributor to the GDP. The uncontrolled growth in the industry has caused both environmental and social problems within the region.



Figure 2: David Smith *Excerpts from the American Dream, 1984*

The motivations of the traveler to visit Jamaica are found within the natural beauty of the landscape. These features, become objects of the tourist gaze because they are anticipatory fantasies of escape through daydreaming, these landscapes become valuable and visited because they are different from those normally encountered. These anticipations are constructed and sustained through a variety of media such as film, TV, literature, photography, postcards, and painting<sup>15</sup>.





"A voyage to Jamaica was synonymous with a voyage into the imagination, a dreamscape, an entirely different (tropical world.)"

-Krista A. Thompson *An Eye for the Tropics: Tourism, Photography, and Framing the Caribbean Picturesque*



Figure 2.1 - 2.2: Into the Jamaican Dreamscape

Photographs and postcards are two of the methods used to reinforce the scenic nature of the landscape. Jamaica's varied topography with rolling hills and plains, winding dirt roads, and lush green fields are only a few of the features that highlight some of the initial differences between the island and the homes of the international tourists.



The image of the Caribbean provided by Christopher Columbus on his accidental landing in the West Indies in the name of Spain was one of attractive and untamed wildernesses, a geographical region that was unspoiled by human occupation. Portrayals of the Caribbean as a scenic landscape can be traced through phases of the islands history through colonization and reliance as an economic stimulator through tourism when other sectors falter.

Phases of portrayal of Caribbean representation related to periods of European occupation and later economic relations to the region<sup>18</sup>:

1. First Encounters: The first Western occupation of the island by Christopher Columbus marks a period of discovery, piracy, and social and class stratifications enforced through plantation organization. The landscape is first recognized as being profitable through harvesting of sugar and then bananas.

2. The introduction and development of the debate about the picturesque coincided with the promotion of a scenic economy. In the case of Jamaica, the tropical landscape begins to be viewed through the painted aesthetic of the picturesque.

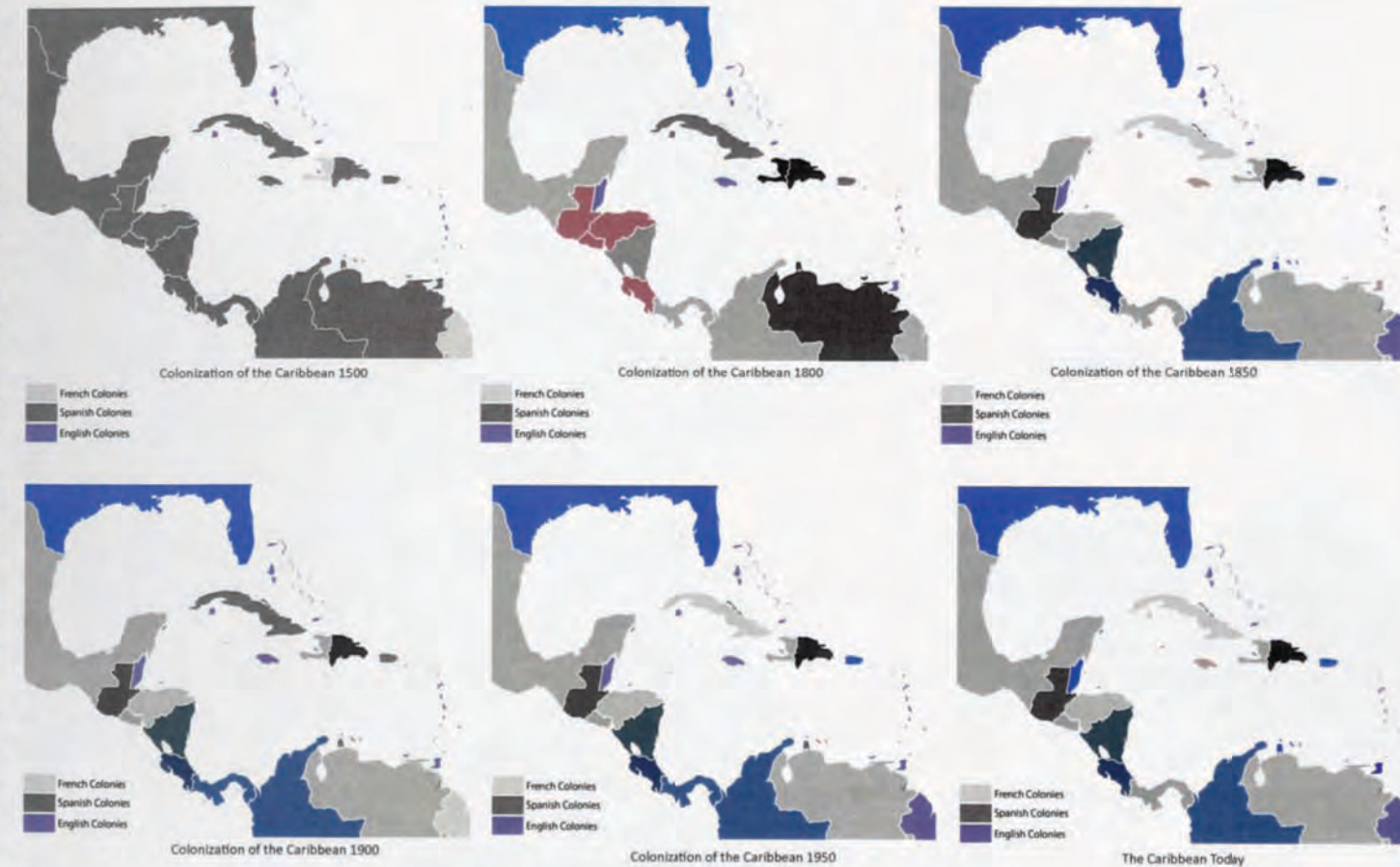
3. The romanticized vision of the island relies on the renewed emphasis on nature and the benefits of bodily benefits of immersion within it. The idealized vision of untamed tropical nature appeared in the period immediately following the abolition of slavery. This popularity of the untamed landscaped relied on descriptions and visuals written and provided by literature and art in the 19th century to describe the experiences of moving through and inhabiting the landscape.



Figure 2.3: Postcard Image Rio Cobre Jamaica



Figure 2.4: Postcard Image Jamaica



"Lush forests, exotic flora, and tropical greenery are the symbols of Eden that is imagined before European intrusion<sup>19</sup>," and is still manifested within portrayals of the regions landscape. Today tourism has replaced both the sugar and banana industry as the principle economic force in the region, and, similar to its emergence in colonial times, the design influences of the global world are being transported to the Caribbean in the form of luxury accommodations.

Source: <http://www.sonom.edu/users/l/aney/geog302/resources/SupplementaryMaps.htm>



Early seaside resorts were established on the notion of their health boosting qualities. Sea bathing was marketed as being salubrious and as a general pick me up being prescribed to 19th century British for serious medical conditions. The concept of the sea holding mystical healing properties changed in the early 1920's as sunning became desirable among the upper classes. The sun and its ability to provide tanned skin became linked to connotations with spontaneity and sensuality. As a form of conspicuous consumption developed Europe's elites ventured further and further to display both social status and to gain the benefits of the seaside destination. These choices were largely influenced by the colonial empire. In the beginning there were very few hotels, visitors stayed in guesthouses or in a small exclusive colonies, or clubs, resorts made up of individual bungalows, fostered an intimate friendliness between visitors and local staff<sup>24</sup>.

The transformation of an early guesthouse culture is due to the emergence of the tourism industry in the British West Indies in the late 19th century. As early as the 1880's British and American elites and hoteliers in Jamaica launched an advertising campaign to transform the island into a picturesque tropical paradise. Jamaica and the Caribbean islands as a region, became increasingly attractive though its portrayal of both sun and sea, key icons of health and sexual attractiveness. Photographic images in the form of postcards, photography books, illustrated guides, stereo-vies, and lantern slides worked to radically transform the islands landscapes into spaces of touristic desire for both British and North American elites.

These photographs of the islands that were staged by tourism promoters generated what sociologist Rob Shields describes as 'place images'. These place images become timeless representations of the character of



Figure 2.5: Thomas Cole, Garden of Eden, 1828



Figure 2.6: Black River, Jamaica



Figure 2.7: Blue Mountain, Jamaica



Figure 2.8: Henri Rousseau, The Dream, 1910

a place despite the particularities and development within the islands historical and cultural structure. The images created by hoteliers in the early 19th century in Jamaica circulated over time demolishing cultural and geographic boundaries to become symbolic of the entire region<sup>25</sup>. These iconic images set the stage for the perception of the wider Caribbean in the popular imagination of both the British and North American Publics which has still been bonded as the regions representation of a tropical paradise in which lands, plants, resources, bodies, and culture become background to a land of no inhibitions<sup>26</sup>.

The perceived realism created by staged photographs offered potential tourists a confirmation and reinforcement of the cultural and pictorial expectations of the islands even though these images were only realistic in as much as they were consistent to the preconceived vision of the islands based on effective marketing and advertising strategies of hoteliers. The new form of tourism is characterized by the undifferentiated product and reliance on the branding of the picturesque untamed landscape.

In addition to the branding of the picturesque landscape, artist travelers also framed Jamaica's landscape through natural history classificatory schemas. The island and the Caribbean as a region held a magnetism for naturalists, as the island was singled out as a place where nature trumped inhabitation and cultivation. "Contemporary tourism emerged out of this romantic imperialism, though keeping remnants of the earlier representational practices as well. Each of these imaginaries and its associated images leaves traces that continue to inform the iconicity of the island today<sup>27</sup>."



Although Christopher Columbus delivered the first images of Jamaica to Europe there had already been a perception of the landscape through three separate waves of migrants of Amerindian peoples. Each wave of indigenous inhabitation brought pieces of specific culture along with absorbing aspects of culture from the inhabitants that preceded them. By the time Christopher Columbus' arrived in 1494 the Jamaican Tainos numbered 6 million in the Greater Antilles and the Bahamas. The Tainos had developed an appreciation and respect for the landscape and began to affectionately call the island 'Yamaye' or land of the springs<sup>20</sup>. Their inhabitation consumed only natural resources needed for survival, with a diet of mainly seafood and cassava. Unlike the branding of the landscape that Europeans acquired, focusing on the image of sun, sand, and sea, as reasoning to overdevelop the northern shore of the island, the Tainos settled on the South Coast where many other indigenous settlements were located with over 200 villages.

Christopher Columbus learned of the islands from a group of Tainos who lived in Cuba. First attempts of arrival on the North Coast were met with opposition with over 40 war canoes meeting and successfully repelling Columbus. With a second attempt Columbus successfully landed on the Southern Coast with a friendly interaction with a cacique in the Antilles region. The cordial relationship turned out to be short-lived. Within a few years Europeans expanded westwards and colonized the island, forcing the indigenous population into slavery and almost facing extinction.



Figure 2.9: Jamaica's Colonial Heritage



Figure 2.10: Jamaica's Colonial Heritage

### Colonization in Reverse

Louise Bennet

Wat a joyful news, miss Mattie,  
I feel like me heart gwine burs  
Jamaica people colonizin  
Englan in Reverse  
By de hundred, by de tousan  
From country and from town,  
By de ship-load, by de plane load  
Jamica is Englan boun.  
Dem a pour out a Jamaica,  
Everybody future plan  
Is fe get a big-time job  
An settle in de mother lan.  
What an islan! What a people!  
Man an woman, old an young  
Jus a pack dem bag an baggage  
An turn history upside dung!  
Some people doan like travel,  
But fe show dem loyalty  
Dem all a open up cheap-fare-  
To-England agency.  
An week by week dem shippin off  
Dem countryman like fire,  
Fe immigrate an populate  
De seat a de Empire.  
Oonoo see how life is funny,  
Oonoo see da turnabout?  
jamaica live fe box bread  
Out a English people mout'.  
For wen dem ketch a Englan,  
An start play dem different role,  
Some will settle down to work  
An some will settle fe de dole.  
Jane says de dole is not too bad  
Because dey payin she  
Two pounds a week fe seek a job  
dat suit her dignity.  
me say Jane will never fine work  
At de rate how she dah look,  
For all day she stay popn Aunt Fan couch  
An read love-story book.  
Wat a devilment a Englan!  
Dem face war an brave de worse,  
But me wonderin how dem gwine stan  
Colonizin in reverse.



Figure 2.11: Emergence of Air Jamaica



Figure 2.12: Crowded Tourist Beach



Louise Bennet's poem, *Reverse Colonizin'* touches on some of the damaging effects of colonization on island culture. Through the poem, she reverses the effects of colonization, imagining a world where Jamaica has colonized England. Bennet describes the migratory effects of colonization as people travelling by the hundreds and thousands by boat and plane to get to England, only to seize job opportunities while destructively over consuming resources such as food and land.

Although Bennet's poem is not directly discussing the effects of tourism on the tourism it becomes applicable when discussing the effects of the large number of people migrating to a small region. Similar to colonization, tourism motivates the trek of large numbers of people to consume resources in a very limited environment.

The negative effect of mass tourism in Jamaica today carries the same amount of burden on the landscape in society as smaller island of Antigua. Excerpts of Jamaica's Kincaid's memoir, *A Small Place*, can be used as narration through a series of sequences that focus on the stories of Jamaicans, whose strategies for survival and day to day existence have come to rely on international foreign economic agendas, causing the islands native residents to rely on tourism for economic opportunities<sup>21</sup>. The government continues to sell what is considered public land to international private hotel companies. As these resorts are built they enable consumption of the landscape by the tourist while restricting Jamaicans from enjoying their own landscapes<sup>22</sup>. When construction plans are passed for building new resorts, the community is excluded from the process while workers are paid well under the cost of living. As a result many Jamaicans face a complex towards the tourism industry. Holding resentment to the international traveler who is able to enjoy the islands in ways in which they can't while acknowledging that at least some of the money is trickling down and benefitting island economy.



Figure 2.13: Barbed Wire Fence at Resort Site



Figure 2.14: Gated Scenic View

The consequences of two island populations allow two separate models of island life to exist. For the native, culture exists completely outside of resort locations. A Jamaican culture develops outside of the reliance on the picturesque landscape; a culture dependent on history, language, music, food, family ties, and regional culture. The tourist, because of these same barrier conditions only experiences the island to the extent of the landscape. The historical notion of the picturesque is so heavily enforced that it suppresses any other acknowledgement that culture may exist outside of the confines of the resort. Many of the times these reinforce spatial boundaries through additional social boundaries. Warning guests that the community outside of the resorts are dangerous and filled with criminals.



Figure 2.15: Tourism Development Opening



Figure 2.16: Transitory Encounters



"Today tourism has replaced sugar as the principle economic force in the region and, as in colonial times, the design influences of the wider world are being brought to the Caribbean in the form of luxury accommodations."

-George Gmelch *Behind the Smile: the Working Lives of Caribbean Tourism*



Transition from Colonialism to Tourism





Jamaica's architectural heritage is evident within the development of the nation's colonial rule. After Columbus' arrival in 1494, the Spanish established themselves throughout the island moving their establishments from the north coast to Spanish Town in 1534. The first and most important type of architecture established by the Spanish were forts and administrative complexes built throughout the island. The few still remaining can be found on the southern part of the island where the majority of defensive settlements were built. By the time the British arrived in 1655 Jamaica had already been a Spanish colony for 145 years. Under Spanish rule both coffee and cacao had been introduced on the slopes of Blue Mountain. The Spanish had also established the first cattle ranches near Portland along with sugar plantations in the few regions they could access. The earliest sugar mill was built to the west of St. Ann's Bay at Sevilla la Nueva, in the late 1510's and becomes one of the first examples of Spanish plantation architecture. Before British occupation, the first European buildings were identifiable through their use of masonry filling built around a wooden framework, with a tiled roof.

In 1655, the British began their architectural occupation of the island with fortifications. The British chose to settle on a peninsula arm of what is now known as the Palisades in Kingston Harbour. The basic design of early British Forts like Fort Charles included castellated ramparts and bastions. The architecture of the forts was a result of the defensive nature of the program, reflecting the British fear of further invasion from both the French and Spanish.

From almost the beginning of British rule Jamaica became one of their richest colonies through sugar and banana plantations. Jamaica was the world's largest sugar producer but also cultivated substantial quantities of coffee, coconut, citrus fruits, cacao, annatto, chichona, indigo, tobacco, cotton, and pepper. Since sugar production developed



Figure 4: Fort Charles Jamaica



Figure 4.1: Fort Charles Jamaica

significantly plantation architecture became synonymous with agriculture.

Although plantations varied in size, many of the great houses or plantation owners' mansions were built when money was not an object. Any building material that was not available locally was imported from Europe along with the architects. As Jamaica established itself as one of the largest sources of sugar and indigo, plantations spread across the island. At the high point of sugar production in the mid-18th century, there were no less than 430 estates in Jamaica that each had their own processing factory and estate buildings.

The Great House was usually built on a hill, so that it could look out over several estates, which would all belong to the same master. This concentration of property was continued through the passing down of land through children and marital ties formed through arranged marriages, eventually leading to around 300 great houses scattered all over the island. The great house was the main building of all plantations, the home of the landowner, covering a wide variety architectural styles that were reflective of European trends. Many of the earlier plantation great houses still incorporated security or defense mechanisms in fear of attacks from French or Spanish forces and pirates. The great houses were constructed around a fortified internal 'blockhouse'.

The emphasis on defense mechanisms was a result of five years of guerilla warfare from Spanish stragglers and maroons who fought against the new settlers. These continued attacks by Maroons brought about the construction of permanent, protective homes. These British homes were constructed around earlier Spanish fortified dwellings. The early trend for fortifications was evident as the houses



Figure 4.2: Rodney Arms Port Henderson



Figure 4.3: Good Hope Jamaica



were called castles even though on the exterior the homes actually looked like replicas of English mansions.

The plantation house became a status symbol in the 18th century as skilled artisans began to include popular European architectural features in their design. The main floor was identified as the story above the ground floor, where verandahs were built to channel cooling breezes through internal corridors, where arched doorways and interior windows worked to maximize ventilation. The great house design began to become more important in terms of how it was integrated into the landscape as well as an advertisement of the owner's wealth. Further exhibitions of status were an imposing façade that welcomed important and influential visitors, with grand staircases that showcased impressing wood mahogany doors<sup>34</sup>.



Figure 4.4: Rose Hall Plantation, Jamaica





Figure 4.5 Camping Site, Cockpit Country, Jamaica

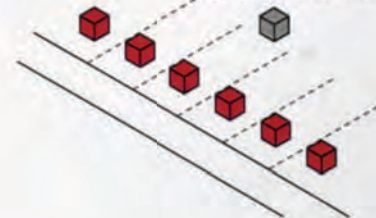


Figure 4.6: Waterloo Guest House, Black River, Jamaica

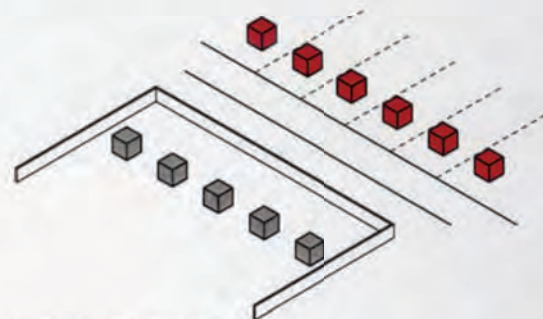


Figure 4.7: Southview Hotel, Treasure Beach, Jamaica

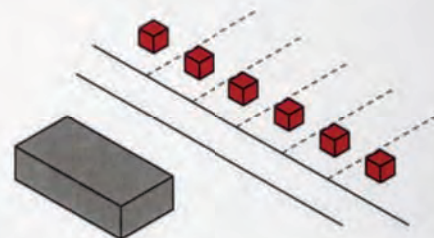
From Colonialism to Tourism  
Evolution of Resort Typology



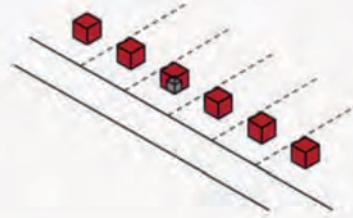
Phase 1: Pitching Tents or Camping



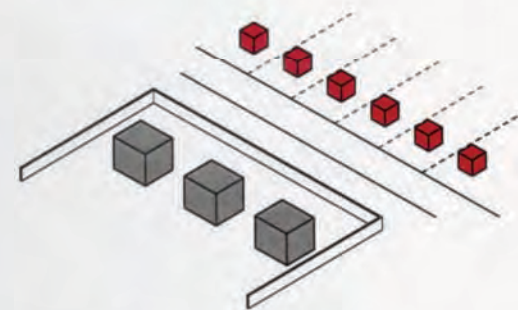
Phase 3: Small Secluded Guest Houses



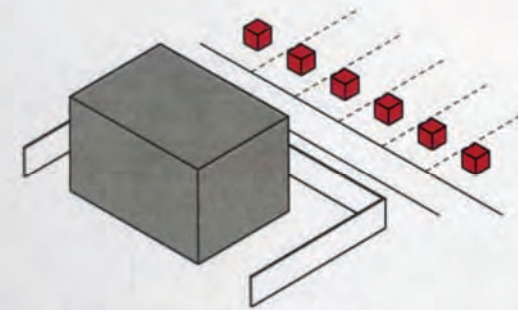
Phase 5: Emergence Small Hotels



Phase 2: Renting Rooms in a House



Phase 4: Large Secluded Guesthouses



Phase 6: Large Secluded Resort/Hotel



Figure 4.8: Country House, Falmouth Jamaica



Figure 4.9: Abumere Guest House, Trelawney Jamaica



Figure 4.10: Riu Negril Negril, Jamaica



This form of tourism can, to a large extent, be characterized by undifferentiated products, origin-packaged holidays, spatially concentrated planning of facilities, resorts and activities, and the reliance upon developed markets . . .

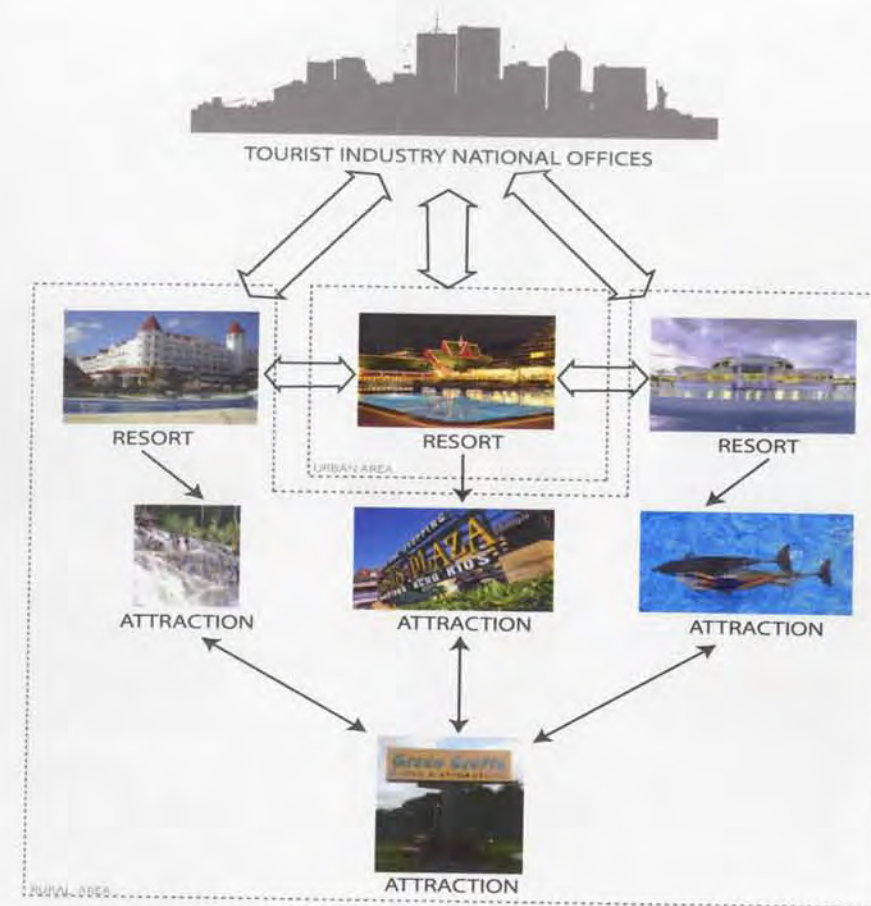
-Robert Duval *Tourism in the Caribbean: Trends, Development, Prospects,*



Current Conditions of Tourism in Jamaica



Antigua & Barbuda 82% Jamaica 60% Bahamas 55% Barbados 55% St. Lucia 49% St. Vincent 32% Grenada 28% Dominican Republic 25% Trinidad 12%



As the Caribbean attracts more and more tourist every year they not only bring with them a preconception about the culture that they are about to enter, they also bring purchasing power and consumption. This consumption allows tourism to be beneficial economically but destroys the island ecologically and culturally through the mass importation of foreign products ignoring those that are locally made. The resort culture, catering to elite, incipient mass, or charter tourists expect to see the same Western products available in their native countries in the tropical environment. In this peripheral economic cycle half of the revenue that is cycled enters the hands of foreign investors and large corporations that aren't based in the islands.





Origin packaged holidays allow a continuance on the peripheral economy model developed by international corporations. Leaving the industrial city the tourist lands in Montego's Bay Sangster International Airport where until recently travelers were greeted by a mule carrying a basket of fruits attended by a group of women in colorful 'traditional' dress. This is one of the first and only interactions made with local people when travelling and staying at the all-inclusive resort. Upon arrival at the resort, a travel agent will offer a series of packaged attractions that are chosen beforehand by the Ministry of Tourism. What the traveler is not offered, is the experience beyond the normative scenic appreciation of the landscape, ignoring many other forms of interaction and acknowledgement of island culture.



To cater to the upper class or elite tourists the resort relies on the importation of items, many of which are available on the island. Although the traveler is visiting another destination to enjoy a different culture many of the times the resort will only offer local cuisine once a week or choose entirely to ignore local dishes and offer only foods that are found at the travelers native country.

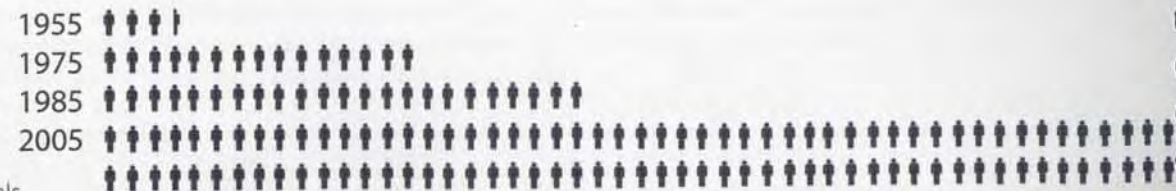




1 person icon = 10,000



Tourist Cruise Arrivals

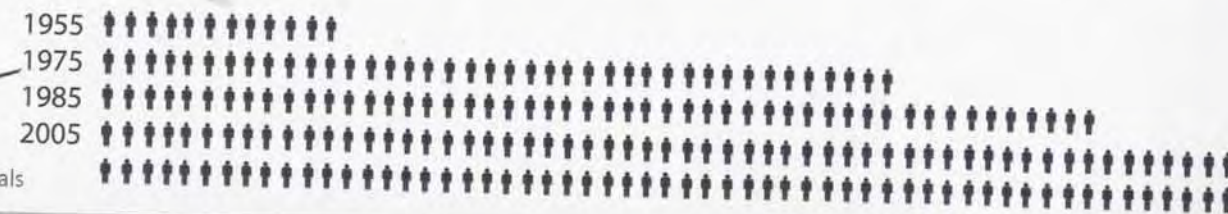


Delta  
Continental Airlines  
Air Jamaica

1 person icon = 10,000



Tourist Plane Arrivals



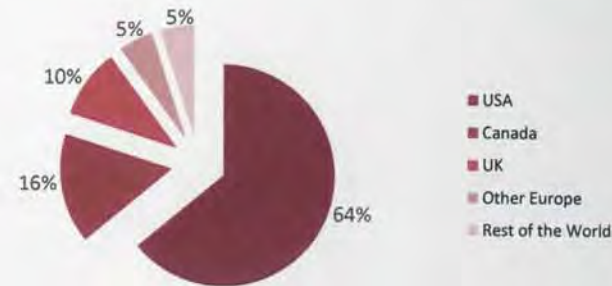


"The significance of tourism in the Caribbean effectively mirrors, and even trumps, the importance and scope of tourism worldwide"<sup>16</sup>. Because of the geographical size of the region and concentrations of native and tourist developments, the Caribbean becomes a prime place for an investigation of boundaries and mobilities of tourists and tourist geared architecture.

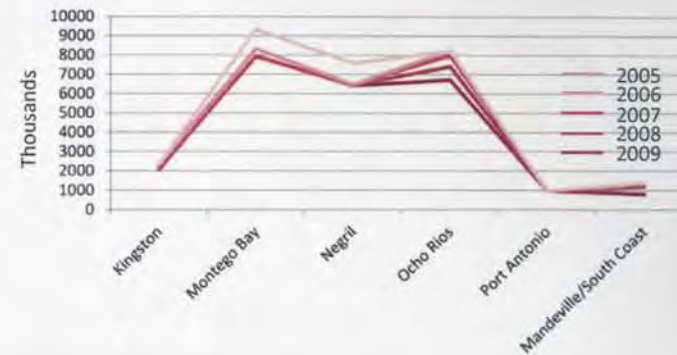
The need for a highly predictable, efficient, and familiar vacation in the 21st century perpetuates a 'McDisneyization' of the tourist industry. The branding of the region effectively markets itself to the large numbers of travelers hailing from Europe and North America. The imprint of the Caribbean brand has stood unchanged since the first European tourist, Christopher Columbus, the region's first publicist told the image of an Edenic unspoiled paradise to attract investment and visitors half a millennium ago<sup>17</sup>.

Data and statistics show that the tourism industry in the Caribbean has continued to grow since the development of travelling technologies. The mass tourism that occurs in Jamaica allows tourists hotspots to develop faster than cities who that do not have tourist attractions. These cities continue to attract larger and larger masses of people each year while continuously building more facilities to house and entertain the travelers.

Tourist Arrivals by Main Markets

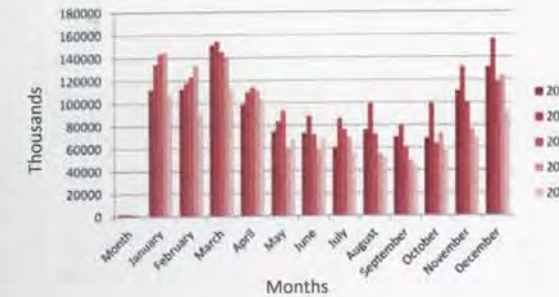


Tourist Destination Cities

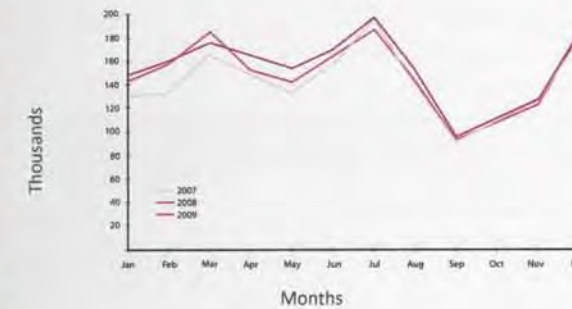


Data From Association Caribbean States

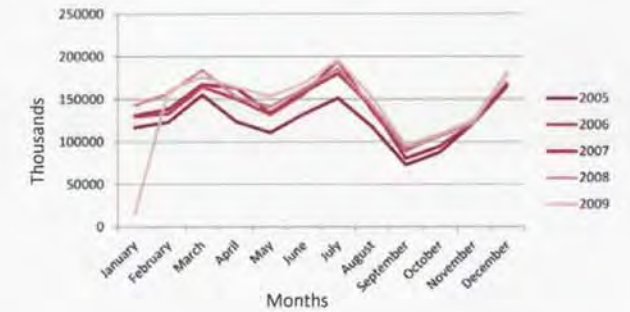
Passenger Jet Tourist Arrivals



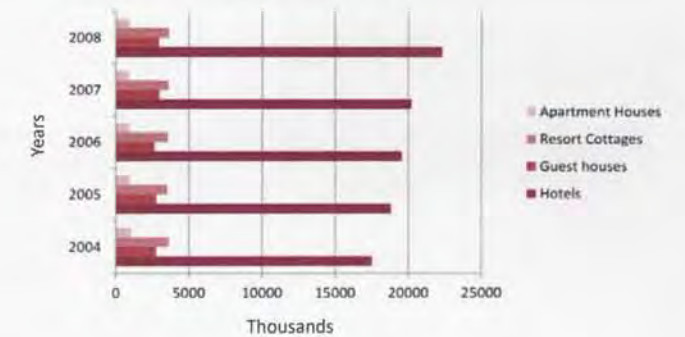
Monthly Tourist Arrivals



Cruise Passenger Arrivals



Type of Accommodations



Data From Association Caribbean States



VISITOR ARRIVALS			
Tourist Arrivals	1,831,097	Cruise Passengers	922,349
Summer	64.5%	Summer	55.1%
Winter	35.7%	Winter	44.9%
		Cruise Calls	334
VISITOR PROFILE			
Average Length of Stay	9.3	Tourist Arrivals by Place of Stay	
Tourist Arrivals by Purpose of Visit		Hotels	65.3%
Holiday	85.7%	Guest Houses/Apartments	4.8%
Business	6.2%	Private	29.3%
Other	334	Other	0.6%
TOURISM AND OTHER RELATED ECONOMIC STATISTICS			
Total Expenditure (US Millions)	\$1,976.0	GDP Factor Cost (US millions)	\$7,976.5
Tourism Budget (US Thousands)	\$38,561	Hotel and Restaurant contribution to GDP	n.a
		Consumer Price Index (% ch 2009/2008)	10.2
ACCOMMODATION STATISTICS		SOCIO-ECONOMIC STATISTICS	
Rooms	29,974	Land Area (square Kilometers)	11,424
Room Occupancy Rates	60.2%	Population (thousand mid year 2008)	2,687.2



Branding the Landscape





The branding of the island that started in the late 19th century has continued to be effective throughout the decades. A fall in the economic relations with the United States and its exportation of large quantities of bauxite forced the Jamaican government to invest in the tourism sector. Mass and cruise tourism in the region coincide with the development of the cruise ship and passenger planes. In Jamaica, as the tourist begins to arrive in the islands, the all-inclusive resort emerges to provide holiday distribution packages to the masses. Today tourism is the largest sector in the islands economy, contributing 60% to the nations GDP and providing 40% of the countries labor force. The product of tourism in Jamaica today, as first established with the popularity of the seaside resort are the sun, sand, and sea.

What the tourist fails to realize is that the all-inclusive resort represents the fragmentation of island environment and culture, bits and pieces of regional culture are extracted and represented. The ability of the tourist to enjoy moving within and through the island requires restrictions on the local people in the form of barring access to resort areas except to provide services. The problem becomes paradoxical to the initial motivation of tourists visiting a place dissimilar to home, an opportunity to experience island culture. The resort relies on the touristic front region, a space that has been decorated to seem like it is a representation of island culture becomes fabricate. The result is a space for exhibition that actually conceals the back region, a social space that motivates touristic consciousness.

This idea of the 'inclusive vacation' may be more convenient for the visitor but actually hurts the regions in which they are located culturally and economically. An inclusive vacation means the tourist pays one price for everything at



Figure 5.1: Breezes Resort, Varadero Cuba



Figure 5.1: Breezes Resort, Negril Jamaica

the hotel including all meals, drinks, and entertainment. What this inclusivity does for the surrounding region is detrimental to the communities' small businesses, which otherwise may have the potential to profit from a large number of visitors. These tourists, who come to the island to experience the culture, are only experiencing a watered down picturesque notion of the island instead of actually interacting and becoming part of it. Reasons why people actually travel are to experience an environment and culture different from home. The inclusive resort fails at this function; as the spaces that are developed to cater to tourists rely on exaggerated models of social life that do not exist in the public domain<sup>29</sup>. The key quality of the tourist experience is to, "See the real people, eat the real food, and visit the real places<sup>30</sup>," there is a widely held desire to produce parodies that reflect the past, rather than accepting any obligation to create new realities based on authentic forms of contemporary architecture<sup>31</sup>. "Tourism has now taken over as the principal influence on construction, significantly limiting the development of any identifiable native architectural vocabulary<sup>32</sup>." New experiences are restricted by the barrier conditions present in resort architecture. The question becomes how architecture can create an environment that bypasses physical and spatial barriers, so that tourism can be beneficial to both the local community and environment?



Figure 5.2: Hotel Wyndham, Kingston Jamaica



Figure 5.3: Pegasus Hotel, Kingston Jamaica





"Working through cultural productions, people can communicate emotions and complex meaning across class, group, and generational lines. Strangers who have the same cultural grounding can come together in a cultural production, each knowing what to expect next, and feel a closeness or solidarity, even where no empirical closeness exists."

Dean MacCannell, *The Tourist*



Figure 5.4 - 5.13: Jamaica's Island Inhabitants

Using activities that cater to both groups of island inhabitants creates the opportunity for strangers with completely different cultural grounding to learn something from each other. These interactions can foster a touristic consciousness that effectively integrates the tourist into island culture.




In early tourism history the tourist was seen as superficial and simple, easily pleased by the environment and distracted by a bubble of entertainment within the resort. This view changed in the early 1970's as new types of tourists began to be identified. This differentiation between the types of tourists establishes the differences of expectations when visiting a foreign environment.

The new inclusive resort that was developed to accommodate these large groups of tourists attempts to cater to all types of the tourist by advertising itself as a large container for all types of people through a variety of package deals that target different demographics and their interests. I propose that inclusive resorts really appeal to four of the seven types of tourist while the other three categories appeal to the eco-tourist or backpacker. These divides within potential customers become limited through the restrictions on both activities and experiences that the tourist can engage through travelling. There is a large distinction between the architecture and marketing strategies of the type of resort and the impact of the tourist's behavior at the destination.

1. Explorer: the few and very limited number of travelers looking to discover and interact with local people and culture
2. Elite: more upper class tourists who book vacations to exotic places to enjoy the landscape
3. Off-beat: the tourist who chooses to isolate themselves and get away from the crowds
4. Unusual: an intended visit to interact with physical danger in forms of with either isolation in the landscape or an adrenaline rush
5. Incipient mass: a steady flow of travelers who look for packaged vacations alone or in small groups
6. Mass: the general packaged tour market catering to large group of tourists
7. Charter: mass travel to relaxation destinations which rely on standardized western facilities<sup>36</sup>.

Through specific siting and programmatic strategies it is possible to attract the explorer, elite, and off-beat tourists through one architectural intervention. A balance of a scenography while emphasizing cultural activities understood within their original context creates an opportunities for not only interactions between the native and the tourist but also has the ability to transform resort culture to allow the explorer, elite, and off-beat tourist to coexist in one space instead of conforming to the existent model that isolates each group. Tourists who decide to spend their time in smaller rural communities have the opportunity to create a relationship with the people they interact with while small local communities with large tourist populations easily overshadow and consume local culture.





Mapping Tourist Densities in Island Culture



Spatially mapping tourist attractions and resort locations reveals the islands dependence on tourism as a locomotive for development. Main tourist destinations become the most developed cities on the island replacing the more historical and cultural significant cities. These initial tourist developments require new infrastructure in order to make traveling between airports and lodging facilities. As a response the government has built highways making it easier to move through and between cities.

The placing and siting of these resorts rely on the staged island environments and interactions which only reinforces the visual representation of the island. Many of the large seaside resorts are found along the northern and western edges of the islands where the beaches are known to be less rocky. These resorts are placed along coastal edges, while communities develop set back from the coast and operate independently from tourist culture. Being in proximity of these resorts allows the community to utilize some developments prompted by tourism such as infrastructure and foreign currency.

The next category that became important according to the investigation was the dispersal of civic programs. These civic programs represent the amenities the community has in its reach to cater to the local population. Civic programs encapsulate any programs that foster the growth and development of the community such as libraries, town halls, community centers, and schools.

The siting and collaboration between tourist and community programs begin to initiate an investigation into siting the intervention in zones that



Tourist Hotspots



Concentration Tourist Attractions



Concentration Resorts/Hotels



Island Infrastructure



Concentration Civic Programs



Natural Resources

are lacking programs for communal development. Methodologies for picking a site involved overlaying a series of maps: civic programs concentration, resort concentrations, and infrastructure availability. In order to transform spatial boundaries apparent in current resort architecture the proposed site must be an area where there is a small enough community and lack of tourism.

The last map emphasizes the relationship between resort culture and the importation of items. Documenting or understanding the natural resources of a community and what materials can be obtained nearby speaks to an architecture that clarifies and readdresses the relationship between resort architecture and the landscape. Using the natural resources of a region allows the architecture to fit into its context while being reflective of the islands culture.





Prospect Site A

Prospective Site B

Prospective Site C

Prospective Site D

Western Coast: Westmoreland

Northern Coast: Trelawny

Southern Coast: Saint Elizabeth

Eastern Coast: Portland/Saint Mary





Introducing Westmoreland



## Prospective Site A



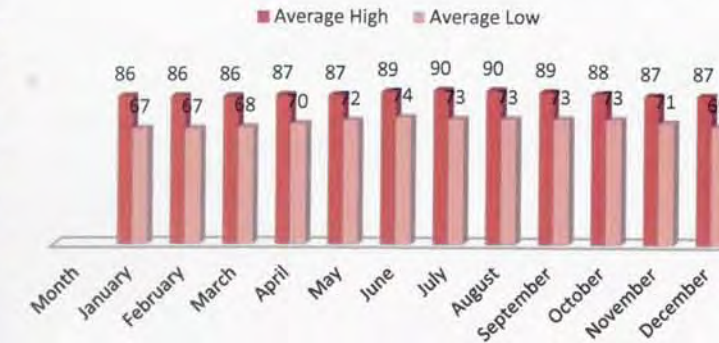
Parish: Westmoreland  
 Capital Town Savanna la Mar  
 County Cornwall  
 Area 807 square km  
 Population 141,000

Economy: Tourism, Agriculture, Manufacturing

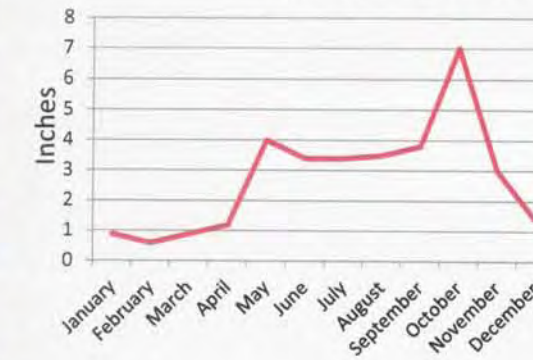
Geography: The parish of Westmoreland's population of 141,000 is made up of a large percentage of Indians whose original descendants are the Indentured Laborers who came



## Jamaica Climate (Fahrenheit)



## Average Rainfall Rainfall



to Westmoreland has over 10,000 acres of marsh or wetlands serving as a natural sanctuary for Jamaican wildlife. The remaining topography of the regions consists of several hills and plains along the coasts. These plains thrive agriculturally allowing the parish to become one of the largest producers of sugarcane and bananas, while also producing coffee, ginger, cocoa, pimento, rice, honey, and breadfruit. Pastoralism and fishing becomes the regions second most important agricultural contributor. Manufacturing is the third largest sector in the region even though tourism holds Negril, one of Jamaica's most popular tourist destinations with over 200 restaurants, resorts, and bars that cater to tourists that flock to the area.

The first consideration when addressing the architecture of the Caribbean region is weather and prevailing conditions which affect all who live in the area.

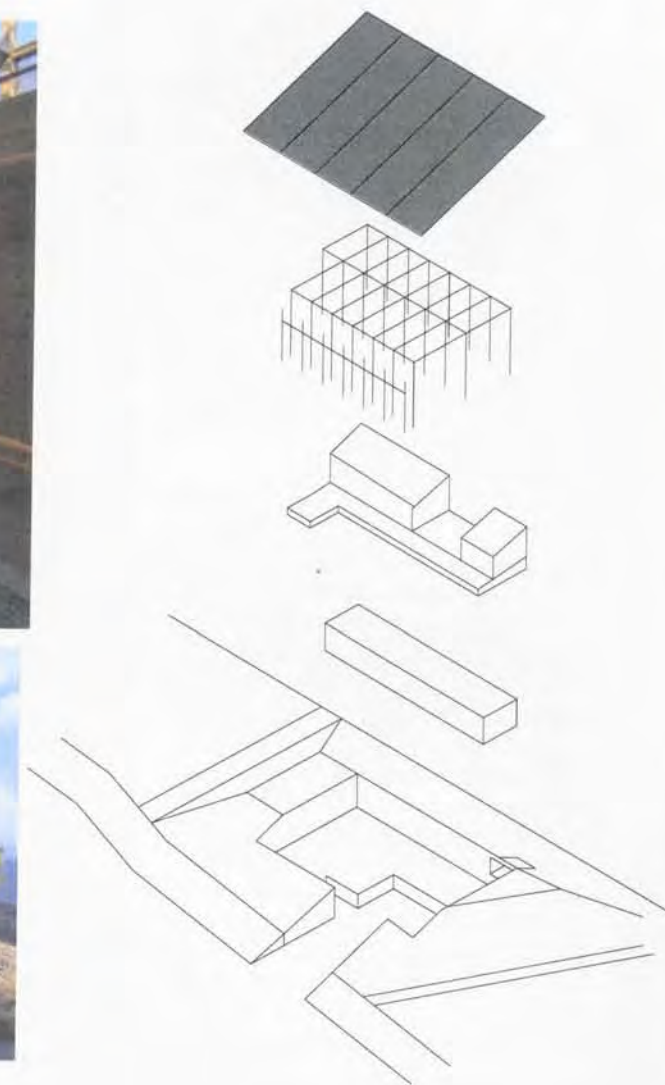
The Caribbean Sea covers an area of almost 750,000 square miles, and is subject to strong winds and high tides, often brought about by hurricanes. The low-lying islands of the region are usually the driest, with the higher terrain catching rain-laden winds. Rainfall can vary dramatically from 12 inches per month down to almost zero precipitation. Another climate factor that becomes important in the design of architecture is wind velocity.



Project: Stone House  
 Architects: Shimane Perfecture  
 Site: Japan  
 Program: Housing

The house is situated in west Japan, in a region that experiences marked climatic contrasts between seasons. In summer, there is subtropical heat, while winter is characterized by icy temperatures and deep snow. The house is buried in a mound of stone rubble that does not absorb moisture. The glazed roof is oriented to the south to maximize solar gains in winter, while an air cavity forms a thermal buffer. When buried in snow, the stones shield the ground floor against wind and cold, while in summer they maintain a temperature balance. By opening the entrance gates and the glazed sliding elements, the entire house is cross-ventilated from the patio.

**Thesis Importance:** The stone house is one which that is designed to the drastic climate change. In summer there is subtropical heat, while winter is characterized by icy temperatures and deep snow. This precedent served as a way to passively respond to tropical heat. The house is buried in a mound of stone rubble that does not absorb moisture. In the winter when the house is buried in snow, the stones act as a barrier against wind and cold while in the summer they help to passively maintain a temperature balance. Both entrance gates and siding elements are operable which allow the entire house to be cross ventilated.





Hurricane season ranges from June 1 to November 30; while August and September are peak months.

1951 Hurricane Charlie was the deadliest hurricane of the 1951 Atlantic hurricane season killing over 150 people and leaving over 25,000 victims homeless. Hurricane Charlie was a level 3 hurricane with 135 mph winds and causing 50 million dollars in damages. The hurricane destroyed the banana and coconut industry toppling over trees while water, telephone, and telegraph services were disrupted.

1984 Hurricane Gilbert wreaked havoc on Jamaica on September 12, 1988. The hurricane brought heavy winds of up to 160 mph with 27" of rain and a death toll of 45. It was the first hurricane in 37 years to hit Jamaica directly. The storm caused 4 billion in damage destroying crops, buildings, houses, and roads.

2004 Hurricane Ivan: Hurricane Ivan was the worst hurricane in the islands recorded history. Ivan reached category 5, causing enough damage to leave 18,000 people homeless, killing 17, and causing up to 360 million dollars in damage. Rainfall exceeded 35" with winds up to 122 mph. In the north of the island businesses were flooded in water up to 4' while most of the A1 northern highway had been washed away.



Data From National Hurricane Association



2005 Hurricane Dennis: Dennis was the fourth storm, second hurricane, and first major hurricane of the hurricane season in 2005. The hurricane was the earliest formation of a fourth tropical cyclone and the strongest Atlantic Hurricane ever to form before August. Hurricane Dennis caused six fatalities and 31.7 million in damage. The hurricane hit as a Category 3 Hurricane bringing up to 24" of rain and 70 mph winds.



2007 Hurricane Dean: On September 15, Dean hit Jamaica's west coast with 155mph winds and a 23' tidal wave leaving behind 16 fatalities and the island completely without power. Low lying areas were completely under water. The less than sturdy shacks most residents live in caved in leaving thousands of people homeless and stranded. The National Hurricane Center said Dean was considered the sixth worst hurricane to hit the Atlantic basin in history.



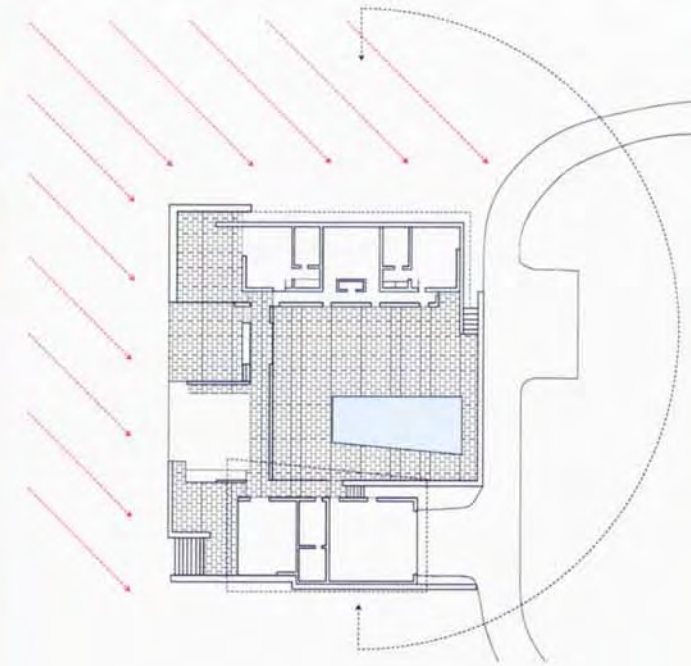
Data From National Hurricane Association



Project: Ohana Guest House  
 Architects: Cutler Anderson Architects  
 Site: Niulii, Hawaii  
 Program: Housing

The Ohana House by Cutler Anderson Architects was designed to withstand 80mph winds by using pitched roofs that reflect the angle and direction of prevailing winds. In Hawaii, these winds blow in both rain and shine. The site is a 75 acre plots stepping down to meet the oceanfront. A metal support anchored into wood columns work to brace between the columns, visually tying together the rafters and stone foundation. The house was constructed on a stone foundation and then attached to the steel building.

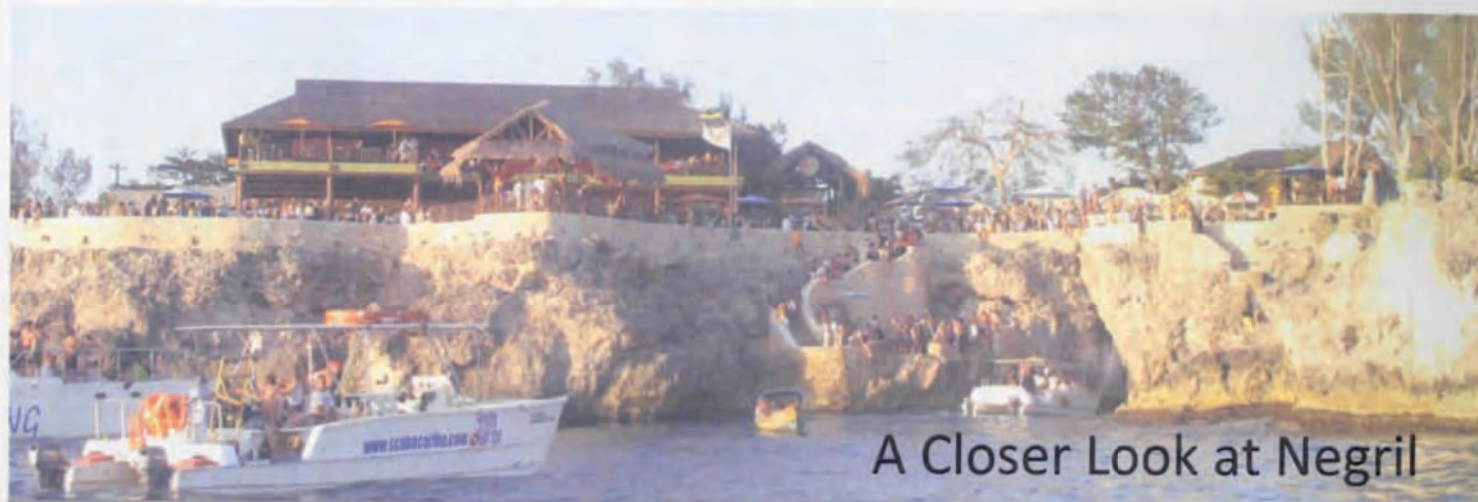
**Thesis Importance:** This precedent becomes important in through strategies of dealing with high wind speeds. Jamaican hurricane season puts any site in the island in danger of collapsing. Angled roofs, and orienting the house to deal with prevailing winds is one way in which Cutler Anderson Architects has chosen to deal with high wind speeds.





"The apparent freedom of movement and boundless travel in a 'world without frontiers' is produced by the techniques of binding people, places, and meanings in place."

-Mimi Sheller *Consuming the Caribbean*



A Closer Look at Negril



## Current Conditions of Tourism

Negril's development as a resort location began during the late 1950's though access to the area proved difficult as ferries were required to drop off passengers in Negril Bay, forcing them to wade to shore. Most vacationers would rent rooms inside the homes of Jamaican families, or would pitch tents in their yards. Daniel Connell was the first person to create more traditional vacation lodging for these 'flower children' when he set up the first guest house in Negril – Palm Grove. The area's welcoming and hospitable reputation grew over time and the first of many resorts were constructed in the mid to late 1960s. When the road between Montego Bay and Negril was improved in the early 1970s, it helped to increase Negril's status as a new resort location. A two lane paved road ran 91 miles inland from two white coral sand beaches, at the southern end of which was a small village. The long paved road from the village ran north to Green Island, home to many of the Jamaican workers in Negril. The new road was straight enough to double as a runway for a small airport. The Negril Aerodrome, was built in 1976 near Rutland Point alongside several small hotels that catered to winter tourists. As more Europeans came to Negril several hotels were built to cater directly to those guests<sup>40</sup>.

Resort/Hotel Concentration along Negril's Coast

In the case of Negril, resorts are separated from all communal life. Resorts in the area are built up to the water's edge, catering to the need of the tourist to be in direct contact with the sun and water. The branding image of Caribbean landscape becomes the object of the tourist gaze that entices the traveler. The plethora of services provided by the resort becomes secondary to the original motivation for travelling, enjoyment of the landscape<sup>41</sup>. The tropicalization of the landscape is a distraction to an environment that exists outside the gated community of the resort.

Interactions with hand selected hotel staff are a way to deceive the tourist into false interactions with island natives. The landscape is not an adequate representation of island culture but is used instead as the first stage in a series of sets that creates scenes of island life<sup>42</sup>.

Resorts are actually an importation of western society which functions as a physical barrier that immobilizes locals both economically and physically —by barring access to the landscape that it sits on and importing elements of foreign culture instead of embodying local culture.





Physical Spatial Boundaries Resort Architecture





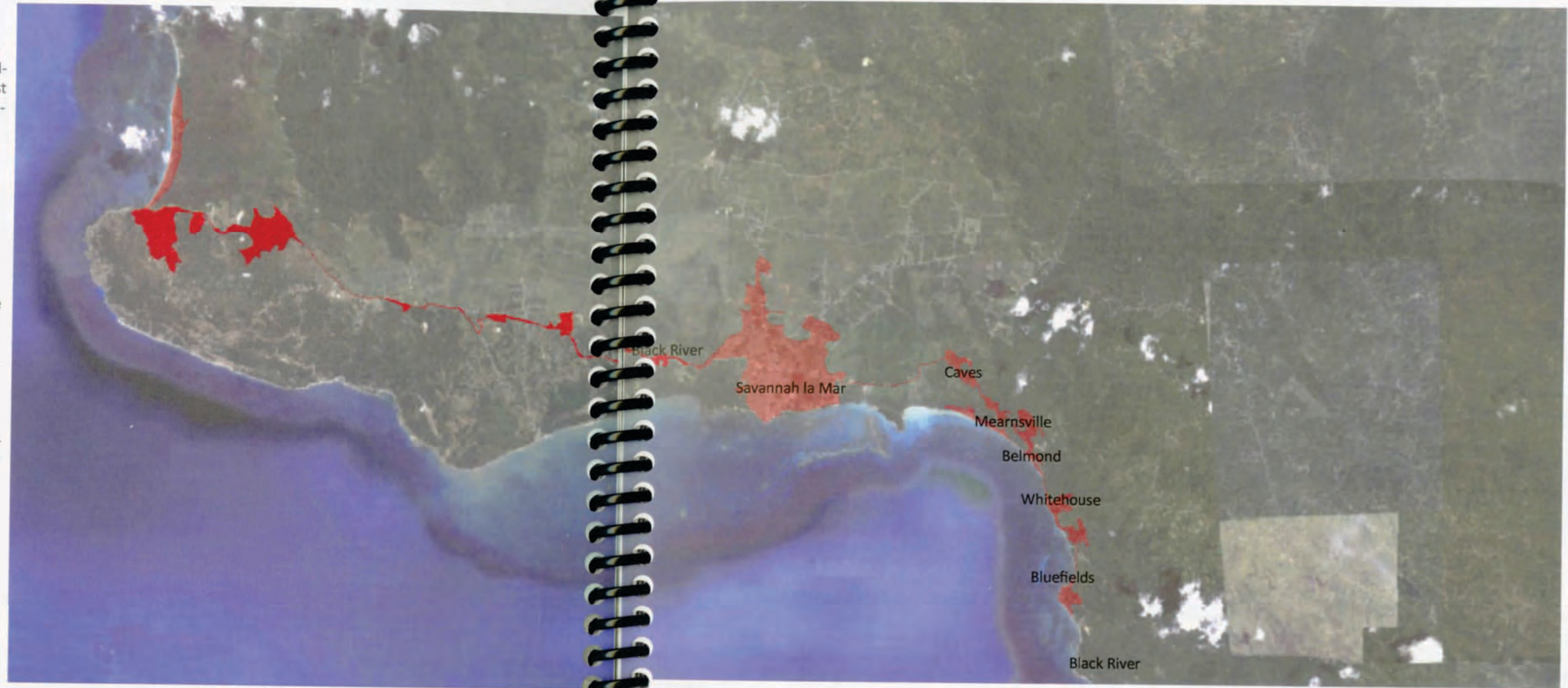


Site



### Distances

Set aside from the tourist hotspot of Negril are a series of cities and villages that stand undeveloped. The villages that exist alongside the coast of Bluefields Bay all are small close knit communities that have little to no tourism or community development. The proximity between the tourist destinations of Negril allows communities along the coast to become potential sites for interactions between tourists and small communities that hold unique local character. With Negril being only 40 minutes away from any of the communities on the A2 highway, a willing tourist can easily travel between Negril, the coast villages, and landscape attractions like YS Falls that exist to the east. Within these set of communities, Bluefields emerges as the forerunner of communal development, with a Bluefields Peoples Association that has been trying to use the strategic location to both become a meeting point for communities along the coast and creating a link between the cultural and historic points in the community with a beachfront area in a trail of cultural heritage.





Bluefield's, as a community serves as a representative of the many small fishing and agricultural dependent towns whose potential for attracting tourists dwindle in the shadow of Negril. Bluefields although a fairly small town has a rich history being, one of the first Spanish settlements that was once called Oristan. Since then the town has been continually occupied after the surrender of the Spanish by the British and was even home to the infamous pirate Henry Morgan. English and Scottish colonists later occupied much of the bay, cultivating indigo and sugar in large quantities establishing a series of plantation houses and some of the largest colonial exports.

Currently, the political climate in Bluefield's Bay and the surrounding communities are both low key and serene. The locals in the region are said to have a more laid back and old fashioned attitude. Its need for development has begun to be addressed with the Bluefield's Peoples associa-



tion that was established in the late 1980's. The organization supports social and economic development for the people of Bluefield's along with nearby communities by fostering small business and agricultural development programs. One of their first initiatives as was the addition of telephone lines to the community in the mid 90's<sup>44</sup>.

Bluefield's becomes a potential site for ecotourism initiatives. The aims of the Bluefields 20/20 campaign is to establish Bluefields as a focal point of ecotourism activities within a series of attractions or trails that highlight the unique cultural and historical heritage of the Bluefields Bay area. Although the area is underdeveloped in terms of facilities that can foster communal growth, a form of ecotourism that places emphasis on the unique ecological, historical, and cultural aspects of the area has the potential to promote both economic and communal growth. This small agricultural and fishing community holds the same scenic and potential picturesque landscapes that popular tourist













The Bluefield's Bay 20/20 Campaign aims are to develop visible and viable demonstration projects and partnerships with economic ventures that build community and sustains the area. The projects are designed to build community awareness of Bluefield's Bay history, culture, and ecology.

- The projects try to bring tourism in an area with a large emphasis on community participation. Community engagement will provide both awareness and education in the community, as well as enhancing the visitor's experiences.
- These community demonstrations and engagements will take the form of community workshops, education & pride campaigns, complete with a visitor arrival center and community signage.
- The Education & Pride Campaign targets school students (primary and secondary) as well as Community Development Committees & other civil society groups within the Bluefield's area.
- The Campaign focuses on both the ecology and history of Bluefield's Bay to become a place for ecotourism. Stressing the importance of taking care of the environment will be enforced through an education plan that is integrated into the curriculum of local schools, classroom presentations, interactive activities, and program schedules<sup>45</sup>.

The Bluefield's campaign tries to target not only Bluefield's Bay but also the other outlying communities such as Belmont, Whitehall, and Caves. These outlying communities have economic similarities to Bluefield's Bay with a high economic dependence on both fishing and agricultural facilities. What is unique about the Bluefield's Bay situation is that the tourism campaign strives to involve the community in all steps of design and planning by allowing visitor to identify and choose existing potential visitor opportunities/services and provide on the ground inventory and an archival research inventory<sup>46</sup>.

The tourism campaign plans to create orientation kiosks complete with information and historical signage about the community. Boat, van, walking, and hiking tours that provide economic opportunities for the people living in Bluefield's to share knowledge about both the specific ecology and history of Bluefield's Bay and the surrounding area. The community is looking to be able to provide lodging, food, and arts & crafts to visitors along with development of onsite facilities such as a visitor welcome center, café, craft markets, along with restoring the mangrove boardwalk. The existing facilities are the Fishermen's Friendly Society, Bluefield's Peoples; Community Association, Reliable Adventures, Community Computer Lab, Cotta Craft Collective<sup>47</sup>.





Ecotourism becomes a viable alternative to tourism in Bluefields. Because ecotourism involves traveling to beautiful protected pockets of nature, the community would be presented ways of conserving historical, cultural, and ecological aspects of the site. Ecotourism is not a big vacation idea, and works against the large resorts designed to cater to mass tourism. Ecotourism architectural interventions attempt to pay more attention to issues of site such as scale, local building materials, and integration within the landscape<sup>48</sup>.

#### Factors of Ecotourism applicable to Bluefields:

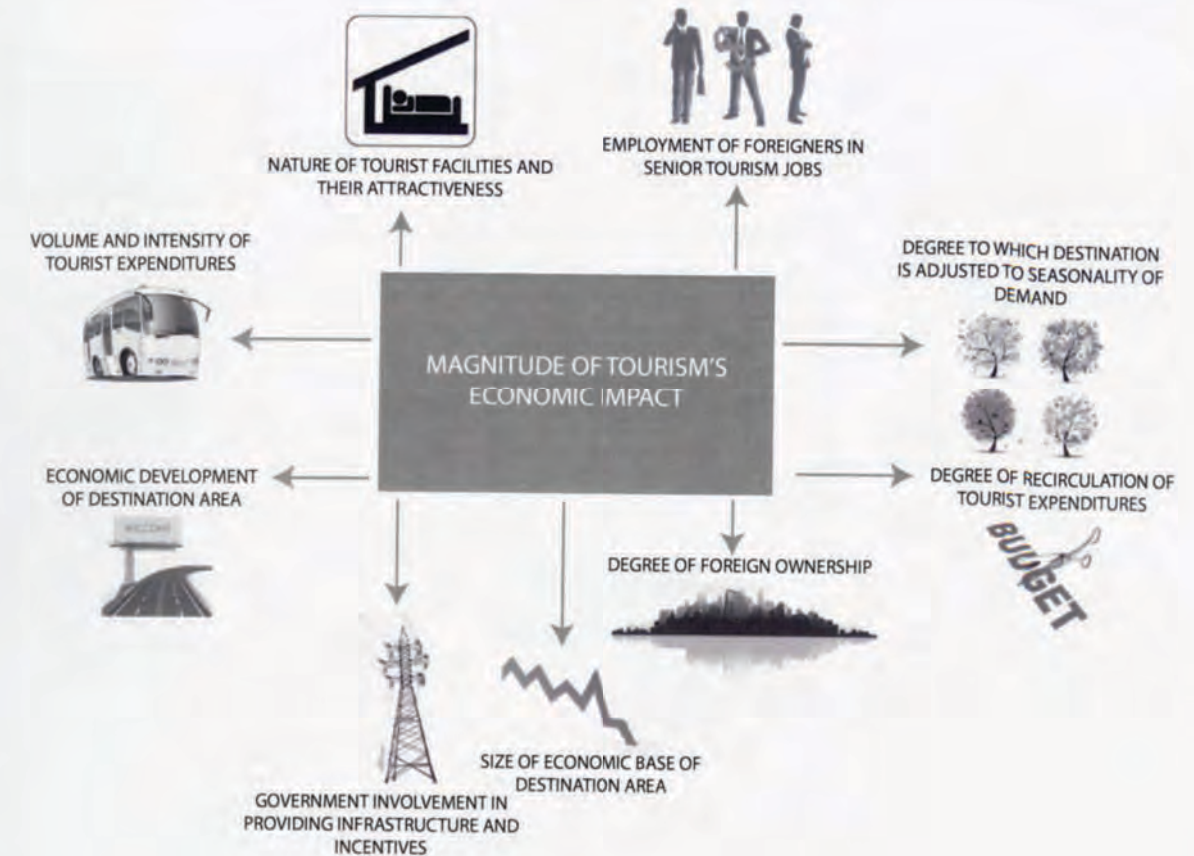
**Involves travel to natural destinations:** Bluefields is representative of a remote area along the coast of Bluefields Bay. Although there has been some development in the area, with a beach front park and nature tours, the environment still holds its 'untouched' qualities. The area holds a series of cultural heritage and is protected by a marine conservation act.

**Minimizes Impact:** Mass tourism causes damage to the local environment and culture through overconsumption of the landscape. Ecotourism attempts to minimize the adverse effects of hotels and tourist infrastructure on the environment by using available local building materials<sup>49</sup>.

**Builds environmental awareness:** Ecotourism involves education. These educational opportunities exist for both tourists and residents of the community. Bluefields, attempts to educate local fisherman on better fishing techniques, teaching school age children about the historical and ecological importance to the area, and training its residents to become naturalist guides with skills in natural and cultural history, environmental interpretation, and effective communication skills<sup>50</sup>.

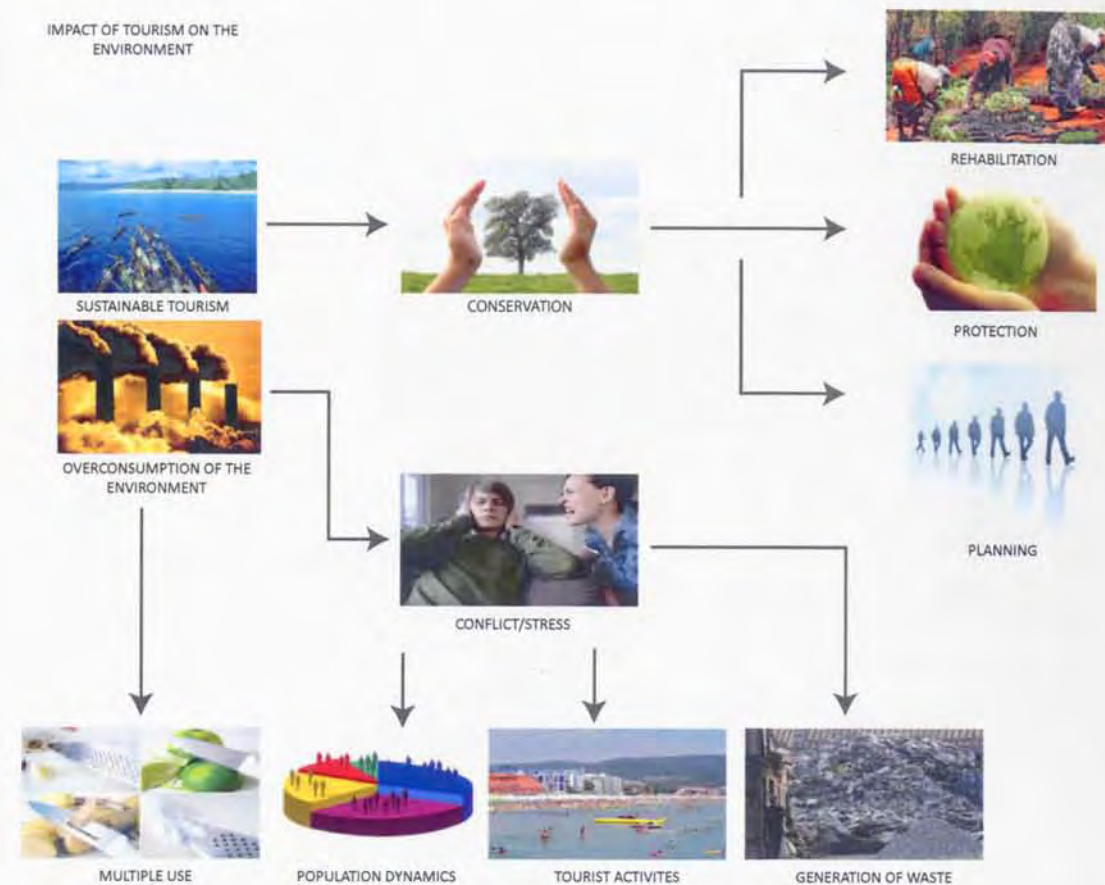
**Provides financial benefits and empowerment for local people:** The local community should be involved with and receive income from all stages in the planning process of the intervention. The community should receive income, education opportunities, and other tangible benefits from the area and its proposed tourist facilities. Lodges, guide service, restaurants, and other concessions should be run by or in partnership with community members along with purchasing local supplies for programs from local vendors.

**Respects local culture:** Ecotourism tends to not only "greener" but also less culturally intrusive and exploitative than conventional mass tourism. The proposed architectural intervention in Bluefields attempts to cater to community first while inviting the tourist in. A primary objective of community first places importance on cultural identity and pride instead of catering to every whim of the tourist



Source: Lea, John P. *Tourism and Development in the Third World*. London: Routledge, 1988. Print.





The Economic impacts outweigh other consideration in most assessments of tourism development. Discussed in the poem of Louise Bennet are the consequence of mass migration with a lack of jobs, food, and consumption of the environment. The factors governing tourism's economic impact imply a range of costs far greater than the benefits.

Source: Lea, John P. *Tourism and Development in the Third World*. London: Routledge, 1988. Print.





What Bluefields has to Offer?



Bluefields history is comprised of three periods of historical community development that helped mold the specific cultural identity of the community today.

**Oristan Period, Taino and Spanish exploration:** The Tainos settled in the Bluefields area by 750 AD. Recognizing the strategic location of the bay in relationship to the other Spanish colonies, Bluefields became a point of interest to Spanish explorers. Christopher Columbus had learned of the island from a settlement of Tainos in Cuba and landed on the south coast during his second voyage. By 1515 the Spanish town of Oristan was established, and played a role in early exploration of the New World. It was raided often by French privateers in 1524 and was involved in wars over the influence of the hemisphere<sup>51</sup>.



**Pirate's period, early English Period:** During the early years of colonization privateers became the tools of nations for informally ruling a colony. Similar to the Spaniards, Bluefields became a popular port for the British as slave ships started to frequent the area<sup>52</sup>. During the age of the pirates, Henry Morgan rose as the most important. In 1671 Morgan gathered the largest force of pirates to launch a raid on Spanish Panama with over 1200 men and 65 ships. Morgan was arrested and taken back in chains to England only to return as Lt. Governor of Jamaica two years later.

In addition to its pirate history, between 1662 and 1719 Bluefields began to develop plantation properties. The most dominant plantations in the area included Bluefields Estate, Mount Edgecomb Estate, and the Shaftson Estate, along with a series of smaller plantation estates in the area now known as Belmont.

**Captain Bligh, 18th century colonial:** Captain William Bligh will always be associated with both mutiny and the introduction of breadfruit to the area. Captain William Bligh was responsible for the introduction to the breadfruit tree as a powerful group of west Jamaica plantation owners struggled to find new sources of food for their slaves. Captain Bligh's notoriety is also based in the attacked the ship of Duncan Campbell. Bligh brought the ship back to Jamaica as a bounty.

**Bluefields today:** Bluefields plans on developing its future from its past cultural and historical heritage. Throughout the community there are still structures that are reminders of Bluefields past. The tourism initiative is a cooperative program of Bluefields sectors of agriculture, fishing, and tourism to showcase the ecology and cultural heritage of the community.







## Culture Tourism: What Bluefields Has to Offer?

Bluefields colonial history lends itself to allowing the historical architecture to become points of interest for the traveler. It may surprise the visitor to realize that at one point Bluefields was just as important as Kingston; in early 1800's cartography Bluefields appeared as large as Kingston, the British capital<sup>53</sup>. Each phase of Bluefields history has left its mark on the region architecturally, leaving behind a series of plantation houses and churches.

1. Bluefields Great House: At this point in history Sir Henry Morgan, was leading a series of daring raids on Panama from Bluefields. The town had become a base for buccaneer strikes against Spanish ships and ports, flourishing with taverns, gambling, and carousers<sup>54</sup>. The House was occupied by Morgan after returning from a sack of Panama in January of 1671. The Bluefield's House was where Jamaica's first breadfruit tree was planted.

2. Tavern Building: The tavern building has stood since the early pirate occupation of Bluefields Bay. This building serves as one example of a series of the entertainment facilities that appeared during Bluefields buccaneering history.

3. St. Thomas Anglican Church: The Anglican Community began in England and spread through its colonies with the use of missionaries. The St. Thomas Anglican Church is one of the early few establishments of the Anglican religion in Bluefields. Residents are unsure the exact age of the building but the oldest tombstone in the church yard suggests that it was constructed around 1878<sup>55</sup>.

4. Oristano: The structure is an example of one of the early plantation residences in the area.

## Marine Sanctuary Program

Bluefield's Bay is one of the few locations located on the southwest coast of the island that was chosen to be one of nine marine sanctuary projects that addresses the problem of overfishing. Along the coasts several fishing villages that are using destructive fishing methods that are destroying the mangroves, sea grass beds, and coral reefs; all environments necessary for the development and growth of schools of fish. Growing unemployment, new harmful fishing technologies, pollution, rising sea temperatures, illegal poaching, and uncontrolled coastal development has caused damage to the amount of fish that can be found in the sea near Jamaica. This increased number of fisherman in regions along with the growing demand of fish from resorts to feed their guests have resulted in a large amount of pressure on Jamaica's fish stocks and now is one of the most over-fished countries in the Caribbean. Fishermen today have to work longer harder hours to catch half the amount of fish they would catch a decade ago. Some restaurants like Jakes, located on the south coast of the island have had to buy imported fish even though his restaurant is surrounded by fishing villages. In 2009, the Bluefield's People Association finally convinced the government into picking Bluefield's Bay as one of the nine marine sanctuaries, where fishing would be banned from a certain zone around the coast so fish stocks could be regenerated.





## Ecological Diversity



1. Blue Mountain Vitreo 2. Jamaican Becard (male) 3. Jamaican crow 4. Pelican 5. Jamaican Tody 6. Orangequit (male) 7. Ring-tailed pigeon 8. Yellow billed parrot 9. Loggerhead Kingbird 10. White Chinned Thrush 11. Jamaican Spindalis 12. Sad Flycatcher 13. Stolid Flycatcher 14. Vervain Humminbird 15. Rufus-Tailed Flycatcher 16. Olive throated Parakeet 17. Jamaican Euphonia 18. Jamaican Becard (female) 19. Yellow shouldered Grassquit 20. Red-billed Streamertail 21. Jamaican Pewee 22. Jamaican Oriole

Bluefields is listed by Bird Life International as one of Jamaica's globally Important Bird Areas (IBA). The dense nearby vegetation found in the Bluefields Mountains is home to over 33 different species of birds. The tours that currently visit the area have observed the Jamaican Tody, Jamaican Becard, Jamaican Oriole, Jamaican Spindalis, Orangequit, Jamaican Euphonia, Jamaican Elaenia, Jamaican Pewee, Olive-throated Parakeet, Northern Potoo, Rufous-tailed Flycatcher, Jamaican Woodpecker, Arrowhead Warbler and White-eyed Thrush, Red-billed Streamertail (the Jamaican national bird), Vervain (second smallest bird in the world) and Mango Hummingbirds<sup>57</sup>.

Data taken from Jamaican Birding, [http://www.jamaicabirding.com/?page\\_id=3](http://www.jamaicabirding.com/?page_id=3)



In addition to Bluefields large variety of Birdlife, the Bluefields People Association has been training residents to give tours to travelers who are interested in learning about the ecological diversity of the community. Raj Tours also leads small hiking and bird watching excursions into the area.





"Mangroves are a collection of salt-tolerant evergreen trees that live in tropical and sub-tropical coastal environments and line approximately 8% of the world's coastlines."

Source: [www.oceanfocus.org](http://www.oceanfocus.org)

The mangrove ecosystem is unique to Jamaica and to the community of Bluefields. Mangroves become important to the diverse ecology in the area because the mangroves provide a home for a variety of plants, animals, and microorganisms. These forests become unique because the trees have aerial roots they are able to float, with roots tangled in networks below the water's surface<sup>58</sup>. The largest amounts of mangroves survive in the Americas. Although globally there are over 50 different mangrove tree species, in the Americas there exist only four. The mangrove wetland develops best in low lying areas subjected to penetration of sea water inland.

#### The Problem

Over half the world's mangrove forests have been destroyed over the past few decades to make room for commercial enterprises, agriculture, and coastal development. This practice clears large amounts of space of mangrove forests but ends up polluting nearby coastal waters and marine habitats such as coral reefs<sup>59</sup>. Overfishing becomes harmful to the mangroves in that fisherman are removing juvenile as well as adult fish from the sea. Removing juvenile fish hurt the ability of fish to reproduce.

Bluefields can boast of a fringe mangrove forest that has formed along the shore of the island. This type of forest is characterized by the red mangrove tree. The mangrove forest in Bluefields is unique because it has had a small amount of human interference. These mangroves can boast of three types of mangrove trees: red, black, and button mangroves. The existence of this rare tree types gives an additional environmental assets that have the potential to serve as nature tourism.

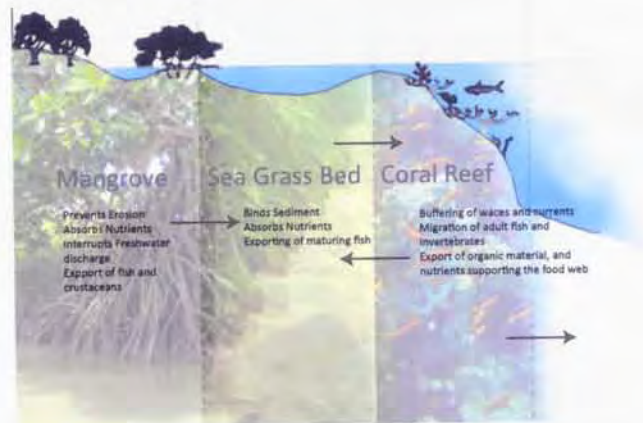
**Value of Mangroves:** These mangrove areas are characterized as the stand of woody plants growing in water that create a unique ecosystem of wildlife. The biodiversity and ability to provide habitats for both marine and land organisms are one of the values of mangroves. The mangroves in Bluefields are vital in its coastal stabilization. The mangrove tree rooting system forms a natural barrier against waves, reducing wave energy and coastal erosion. The presence of mangroves helps to protect the coast from flooding. The fringe forests act as both a basin and binder of sediments. The mangroves help to conserve coral reefs by filtering the sediment out of fresh water so the water is discharged over a longer period of time. Protecting mangroves becomes important to maintaining a healthy fish stock. "Mangroves and coral reefs work in a symbiotic relationship, the reef protects the coast where mangroves grow from being eroded by the sea, and the forest traps sediment washed from the land preventing it reaching the reef. Both the mangroves and the coral reefs are breeding grounds for fish and play key roles in the restocking of Bluefields fish population<sup>60</sup>."

In the past there was a mangrove boardwalk located in the vicinity immediately located to the Bluefield's Community Association near the proposed area for the culture yard. The newly proposed will reestablish the old mangrove boardwalk but the new proposed boardwalk will go a step further by connecting the communities along the coast. This boardwalk will be imagined as to continue down the coast connecting the Sandals Whitehall through Bluefields to the historic buildings of the Bluefields area along with providing stopping points and activities along stop points for nature trails.





Regulation Functions	Protection against extreme weather events Chemical composition of coastal waters Run-off and flood protection Water catchment and ground water recharge Prevention of soil erosion and sediment control Migration and nursery habitats Biological Diversity
Production Functions	Medicinal Resources Raw materials for construction Fuel and energy Fertilizer Water Food Oxygen
Carrier Functions	Recreation and tourism Nature protection
Information Functions	Aesthetic Historic information (heritage value) Scientific and educational information Cultural

Data taken from [www.oceanfocus.org](http://www.oceanfocus.org)





The Hermitage



Cottonwood Cottage



Milestone Cottage

Source: "Jamaica Villas | Bluefields Bay Jamaican Seaside Villas." Bluefields, Jamaica All-Inclusive Resorts - Bluefields Bay Jamaican Seaside Villas

Maximum 8 persons with alternative of more at companion properties  
 Exceptional all-inclusive format  
 Your own "headman" and personalized staff  
 Private swimming pool with seats/whirlpool jets  
 Fantastic sea views from all living spaces and its four bedrooms  
 Two master bedroom suites: each with king-size 4-poster canopy bed, a/c, ceiling fan  
 Two additional bedrooms: with ceiling fans, adjoining dressing room/bathroom



Maximum 4 persons with alternative of more at companion properties  
 Exceptional all-inclusive format  
 Your own "headman" and personalized staff  
 Private infinity-edge swimming pool with lap lane, seats, whirlpool jets  
 Master bedroom suite with king-size four-poster canopy bed, private terrace, a/c, ceiling fan, bathroom with indoor/outdoor shower  
 Second large bedroom with two twins, private bathroom, a/c, ceiling fan  
 Wireless internet  
 Direct access to our private tennis court, sandy beach, Gully Gazebo, seaside patios  
 Airport transfers and complimentary laundry services included



Maximum 4 persons with alternative of more at companion properties  
 Exceptional all-inclusive format  
 Your own "headman" and personalized staff  
 Private swimming pool with seats/whirlpool jets  
 Fantastic seaside pavilion with total privacy  
 Master bedroom with king-size four-poster canopy bed, a/c, ceiling fan, bathroom  
 Second bedroom with two twins, a/c, ceiling fan, bathroom  
 Wireless internet  
 Airport transfers and complimentary laundry services included



Source: "Jamaica Villas | Bluefields Bay Jamaican Seaside Villas." Bluefields, Jamaica All-Inclusive Resorts - Bluefields Bay Jamaican Seaside Villas





Source: "Jamaica Villas | Bluefields Bay Jamaican Seaside Villas." Bluefields, Jamaica All-Inclusive Resorts - Bluefields Bay Jamaican Seaside Villas



Mullion Cove



San Michele



Providence House

### What do they Offer?

Maximum 4 persons with alternative of more at companion properties  
 Exceptional all-inclusive format  
 Your own "headman" and personalized staff  
 Private swimming pool with seats/whirlpool jets  
 Two master bedrooms with king-size beds, ceiling fans, spacious dressing areas and bathrooms  
 Wireless internet  
 Airport transfers and complimentary laundry services included

Maximum 12 persons with alternative of more at companion properties  
 Exceptional all-inclusive format  
 Your own "headman" and personalized staff  
 Private "island" for complete waterfront enjoyment  
 Private swimming pool and pool pavilion  
 Two master bedroom suites: each with private bathroom, king-size four-poster canopy bed, a/c, ceiling fan  
 Four additional bedrooms: each with private bathroom, a/c, ceiling fan  
 Wireless internet

Maximum 4 persons with alternative of more at companion properties  
 Exceptional all-inclusive format  
 Your own "headman" and personalized staff  
 Private swimming pool with seats/whirlpool jets  
 Two master bedrooms with king-size beds, ceiling fans, spacious dressing areas and bathrooms  
 Wireless internet  
 Airport transfers and complimentary laundry services included

Source: "Jamaica Villas | Bluefields Bay Jamaican Seaside Villas." Bluefields, Jamaica All-Inclusive Resorts - Bluefields Bay Jamaican Seaside Villas







Pre Hurricane Mangrove Boardwalk



New Mangrove Boardwalk Proposal

In the past there was a mangrove boardwalk located in the vicinity immediately located to the Bluefield's Community Association near the proposed area for the culture yard. The newly proposed will reestablish the old mangrove boardwalk but the new proposed boardwalk will go a step further by connecting the communities along the coast western coast. This boardwalk will be imagined as to continue down the coast connecting the San Michele villas along with Sandals Whitehall through Bluefields to the historic buildings of the Bluefields area while terminating at the beach.



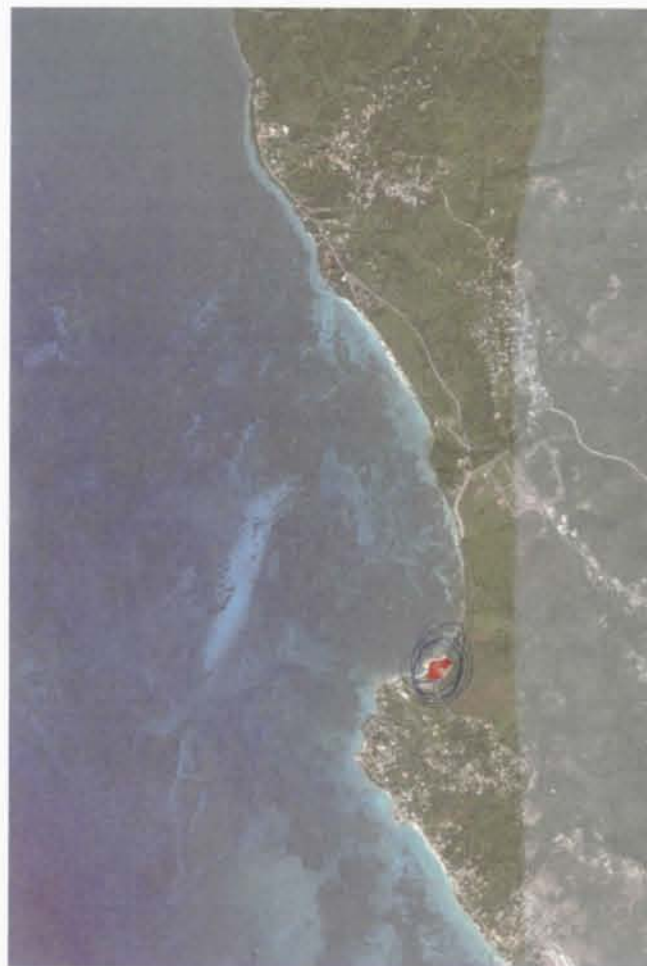
Ecological Trail



Cultural Trail

The site strategy for the Bluefield's area focuses on an architectural intervention as a series of smaller pieces that works sequentially within the landscape. The trail works as a series of interventions that begins with the approach of the site from the roadside to a culmination with an existing courtyard space lined with the community center, a metal canopy that the community has denoted the site as an open air market, and that overlooks the bay.



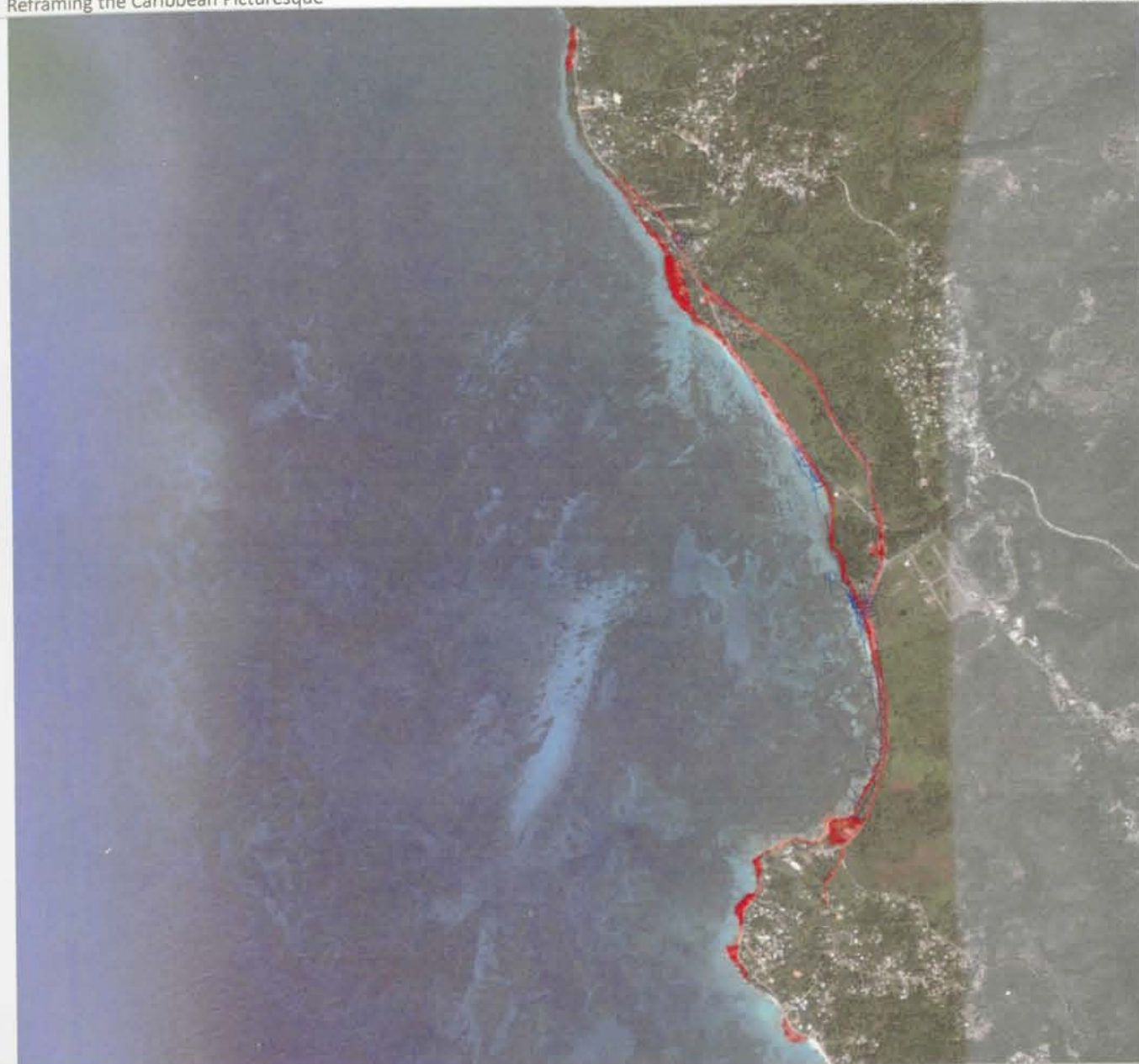


Proposed Site



Existing Resorts in the Area

A continuance of the mangrove boardwalk can work to create links between the villas in the area, the communities along the coast, the beach park, and some of the historical heritage points in the area.

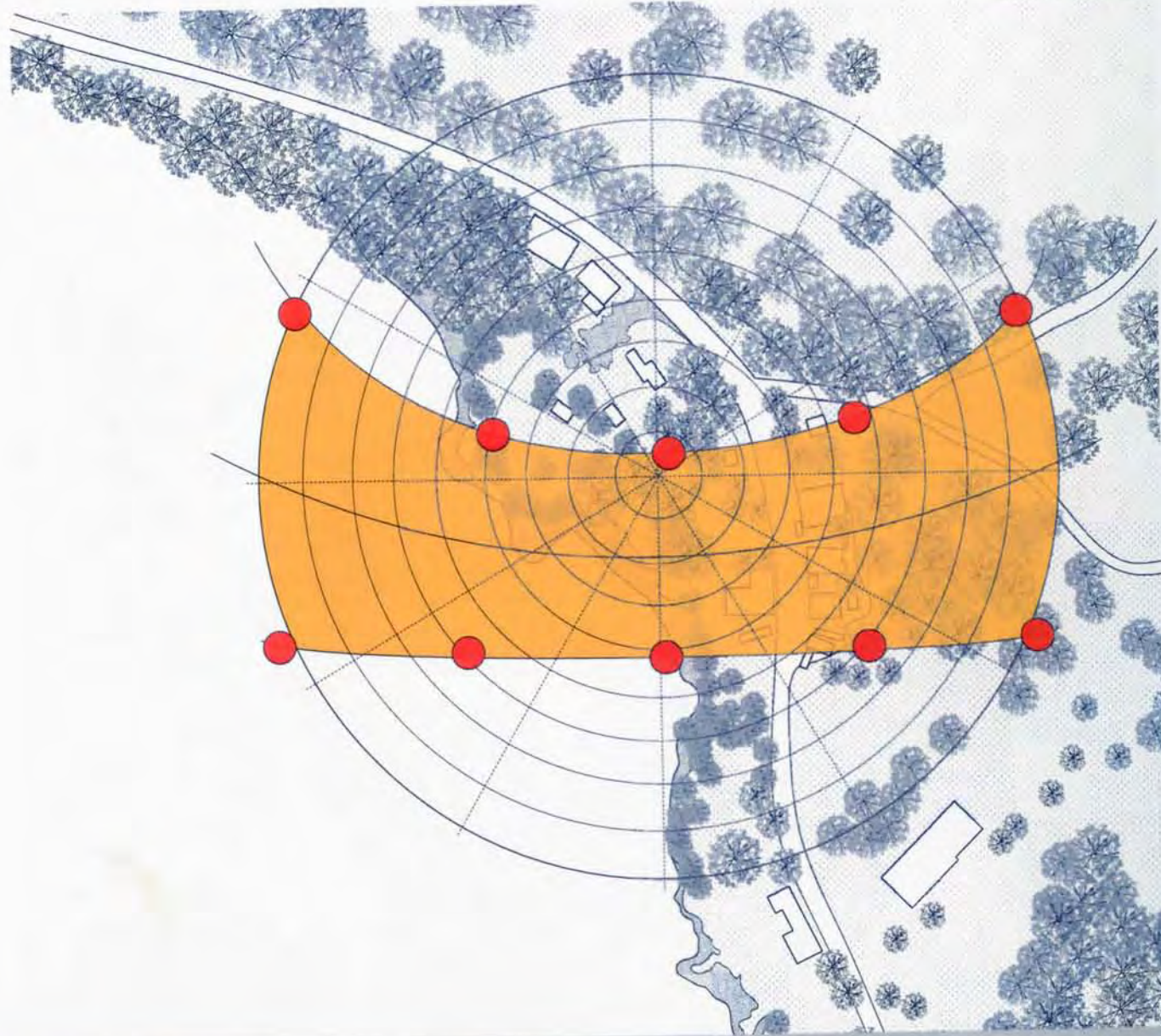








Sun Path Diagram







Approaching the Site



Bluefields Bay Beachside Panoramic









Programmatic Proposal



The proposed activities work to promote social interaction between the traveler and the community. The objective of chosen scale and range of proposed activities are responses to the needs of the community while inviting the tourist in as a secondary objective. Further cross programming of these activities allows for maximum integration of the two groups, promoting a touristic consciousness. These interactions challenge the current structure of tourism and resort culture which allows a tourist to visit a place and return home without any interactions with people different from themselves. Integration of both users work to challenge the historically established disconnect between the perceptions of the island through the eyes of the native and the tourist.

**Boat General Store/ Boat Workshop:** The proposed commercial space serves the fishing community of Bluefields but also becomes as an important place for economic development for the surrounding fishing communities.

The boat general store boat workshop combination will allow local fisherman to buy wares and supplies needed to sustain the fishing industry without having to travel to Savannah la Mar. The boat general store becomes important not only to Bluefields but also to the surrounding fishing communities of Belmont, Whitehall, and Caves for lack of supplies and boat construction services in an area reliant on the fishing industry.

**Public Information Center/Library:** The media center library becomes an addition to the existing basic primary school. The library becomes important to the education and availability of resources for the education of the younger community. The Public Information Center component builds on Bluefields involving the community in tourism visualization workshops. The current facility, the Bluefields Peoples Association, does not have enough space to hold more than 20 residents of the surrounding area.

**Exhibition/Educational Space:** The proposed educational space is built on the items outlined in the Bluefield's 20/20 Campaign. This space is utilized to teach local fisherman about harmful fishing methods. A problem identified with the current educational system in Bluefields now is after the fishermen are educated they move out of the vicinity and bring their newly acquired skills to other towns/ larger cities where there are more economic opportunities.

**Game Room/Media Point:** This specific piece of Program is derived from the education & Pride Campaign that hopes to target both primary and secondary school children. The game room will allow for a place after school that schoolchildren can both have access to technology not readily available in the town such as computers and internet, complete homework and school assignments, or relaxing in a lounge like space.

**Market:** A market space works in conjunction with exhibition/educational space. Addressing the lack of economic opportunities in the Bluefields Bay area for both farmers and fisherman an outdoor market space where farmers and fisherman can gather to sell food items.

**Mangrove Boardwalk:** Bluefields at one point had a mangrove boardwalk that was destroyed by Hurricane Dennis in 2005. The new proposed boardwalk becomes a programmatic connection piece between the town, beach front, resort, and cultural sites in the area. The boardwalk becomes important in viewing Bluefields as a potential site for ecotourism. The unique ecology of the mangroves and its symbiotic relationship with coral reefs in restocking fish populations provides an educational opportunity for tourists to learn about the ecology of site as well as allowing opportunities to observe large varieties of fauna, birds, and plant species.

**Beachfront Park:** The existing beachfront park is currently a space where local vendors are able to sell food, arts & crafts. Although the space is open for tourists it is used almost only by locals who flock to the communities' only outdoor social space. Restructuring the vendor space, getting rid of gates and barriers to the beach as well as incorporating an exterior stage/entertainment area will draw a larger demographic to the beachfront park.

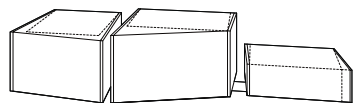
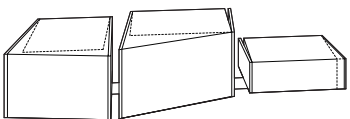
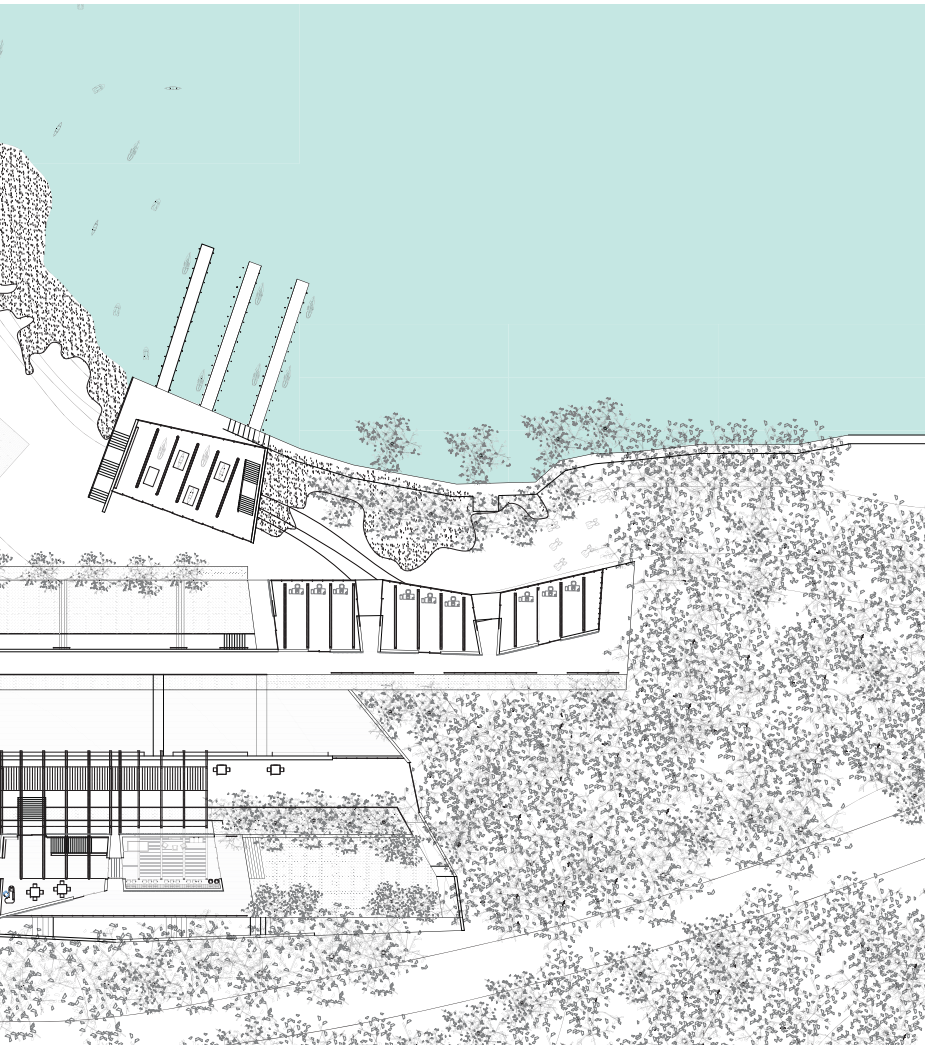
**Lodging:** Scaled based on the other tourist accommodations in the area I propose that this building allows space for about 10 rooms where travelers (including student volunteers who already frequent the area) could be housed when they are in the area. These rooms will be available in clusters that offer choices to lodging amenities, such as communal kitchens or bathrooms.

**Culture Yard:** The proposed culture yard is an exterior space that operates similarly to a plaza area. The Bluefields 20/20 Campaign locates the proposed yard in the area immediately near the cluster of community programs. The culture yard, is responsive to Jamaica's culture's desire of continuously wanting to be outdoors. The space is flexible becoming open play space for school age children, a space for exterior exhibitions, or where people can simply sit outside and enjoy the sun.





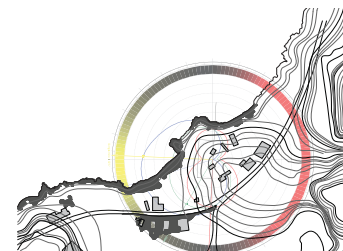
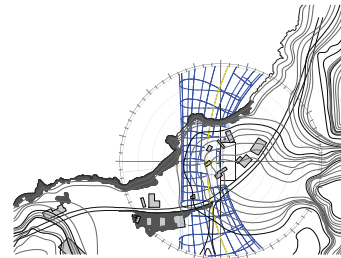
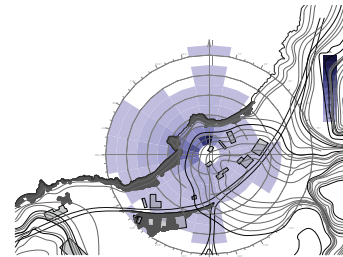




## SITE DOCUMENTATION



## ECOTECT DATA



## SITE PHOTOS

